LIFE

In this issue

EXCLUSIVE PICTURES OF

FRANCO SPAIN



HOFFMAN
OF ECA

APRIL 4, 1949 20 CENTS

YEARLY SUBSCRIPTION $6.00

REG. U. S. PAT. OFF.

QUALITY
CRAFTSMANSHIP
STYLE

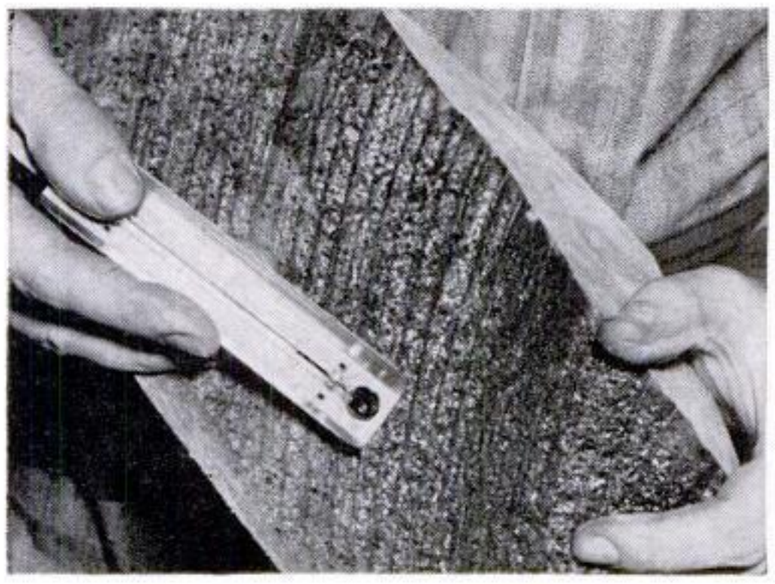
FORSTMANN
100% VIRGIN WOOL
©

Look for this label... it identifies
the finest woolens in the world

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

©

Progress Report on "Cold Rubber" from B. F. Goodrich, the Pioneer



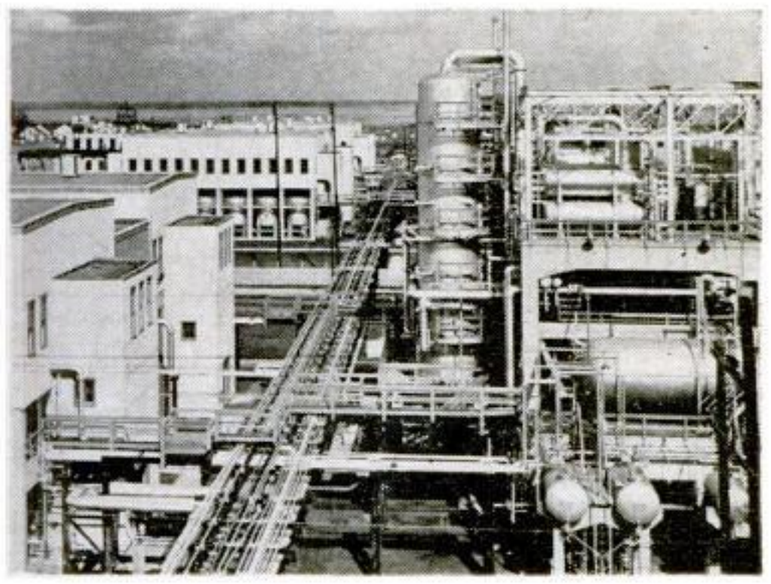
1. WHAT IS COLD RUBBER?

Cold rubber is a new type of man-made rubber—called "cold" because it's made in refrigerated kettles at the low temperature of 41° Fahrenheit, in contrast to the 122° temperature formerly used. It has much greater resistance to wear and abrasion than any previous rubber, crude or man-made. Used in tire treads it gives you far more mileage than you ever got before.



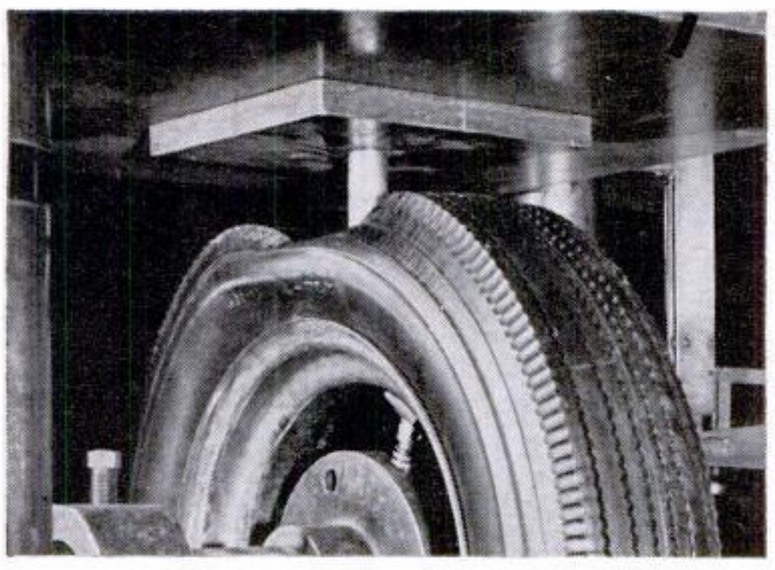
2. HOW WAS IT DEVELOPED?

Today's high quality cold rubber was made possible because of outstanding discoveries made by B. F. Goodrich scientists, on which patents were applied for as early as February 19, 1941. After Pearl Harbor, these patents were turned over to a government patent pool to speed the war effort. But lack of refrigeration equipment at the time forced shelving the process till postwar.



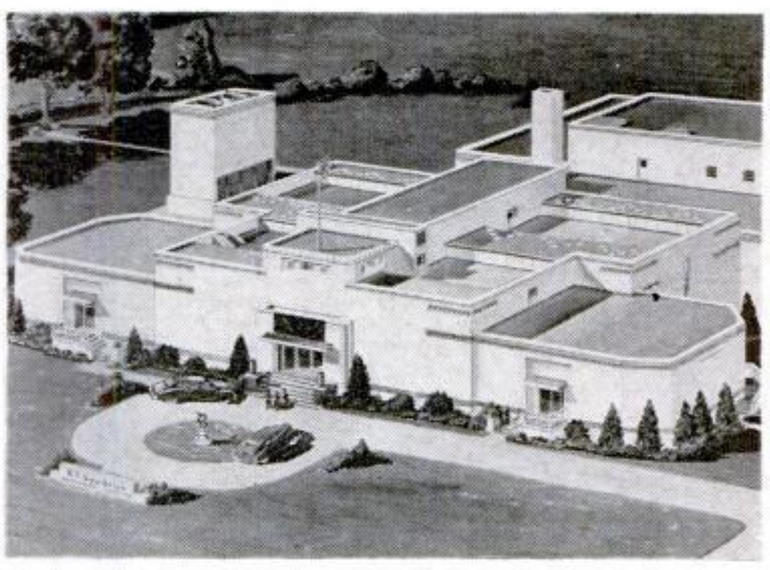
3. HOW MUCH IS AVAILABLE?

At present, small quantities of cold rubber are being made in government-owned, privately-operated plants and are allocated to the rubber companies. As yet, there is enough for only a fraction of America's tire output. Using the "know how" gained from its pioneering start, B. F. Goodrich Research is working to bring you a steady improvement in the already outstanding performance of B. F. Goodrich tires, as increasing quantities of cold rubber become available.



4. HOW MUCH DOES IT IMPROVE TIRES?

Miraculous though it is, the outstanding characteristic of cold rubber in a tire is its resistance to abrasion. It gives longer tread wear. But what car owners want is a combination of comfort, safety *and* miles. And that depends on many factors, particularly the cord body. The punishing "guillotine" test above is one step used by B.F.G. Research in developing tires that are safer, smoother riding, and longer wearing too.



5. WHAT NEXT?

Evidence that B.F.G. gives you more for your tire dollar lies in the long list of B.F.Goodrich "firsts " in rubber, which includes not only cold rubber, but practically every other major rubber development. B.F.Goodrich Research started in 1895 with the first rubber laboratory in the United States. From the great new B.F.Goodrich Research Center will come tomorrow's tire "firsts".

B. F. Goodrich Research has added cold rubber to the list of important "firsts" that includes:

• Organic accelerators of vulcanization—the most far-reaching discovery since vulcanization itself • Tire treads made with carbon black—which tripled tire mileage • Tires made with man-made rubber—that outwear prewar tires • Rubber compounds with age-resistors—which greatly increased tire life • Tire body made with full-floating cords—giving more comfort, more safety, more miles • A successful puncture-sealing tube—for more safety and convenience • The Tubeless Tire (not yet available for general distribution) — that seals punctures instantly

• And practically every other major rubber development.

The B. F. Goodrich Company, Akron, Ohio

RESEARCH KEEPS
B.F.Goodrich
FIRST IN RUBBER

This One
7YTF-6R0-27PB

Copyrighted material

TWO GREAT STARS

BRINGING YOU ALL THE GLOWING EXCITEMENT... ALL THE WARM, HUMAN DRAMA OF THE SCREEN'S MOST BELOVED MOTION PICTURE!

SAMUEL GOLDWYN

PRESENTS

GARY COOPER

In The Most Wonderful Story
A Nation Ever Took To Its Heart!



"THE PRIDE OF THE YANKEES"

STARRING

TERESA WRIGHT • WALTER BRENNAN
and BABE RUTH Himself • DAN DURYEA

Veloz and Yolanda • Ray Noble and his Orchestra

Directed by SAM WOOD

Screen Play by Jo Swerling and Herman J. Mankiewicz

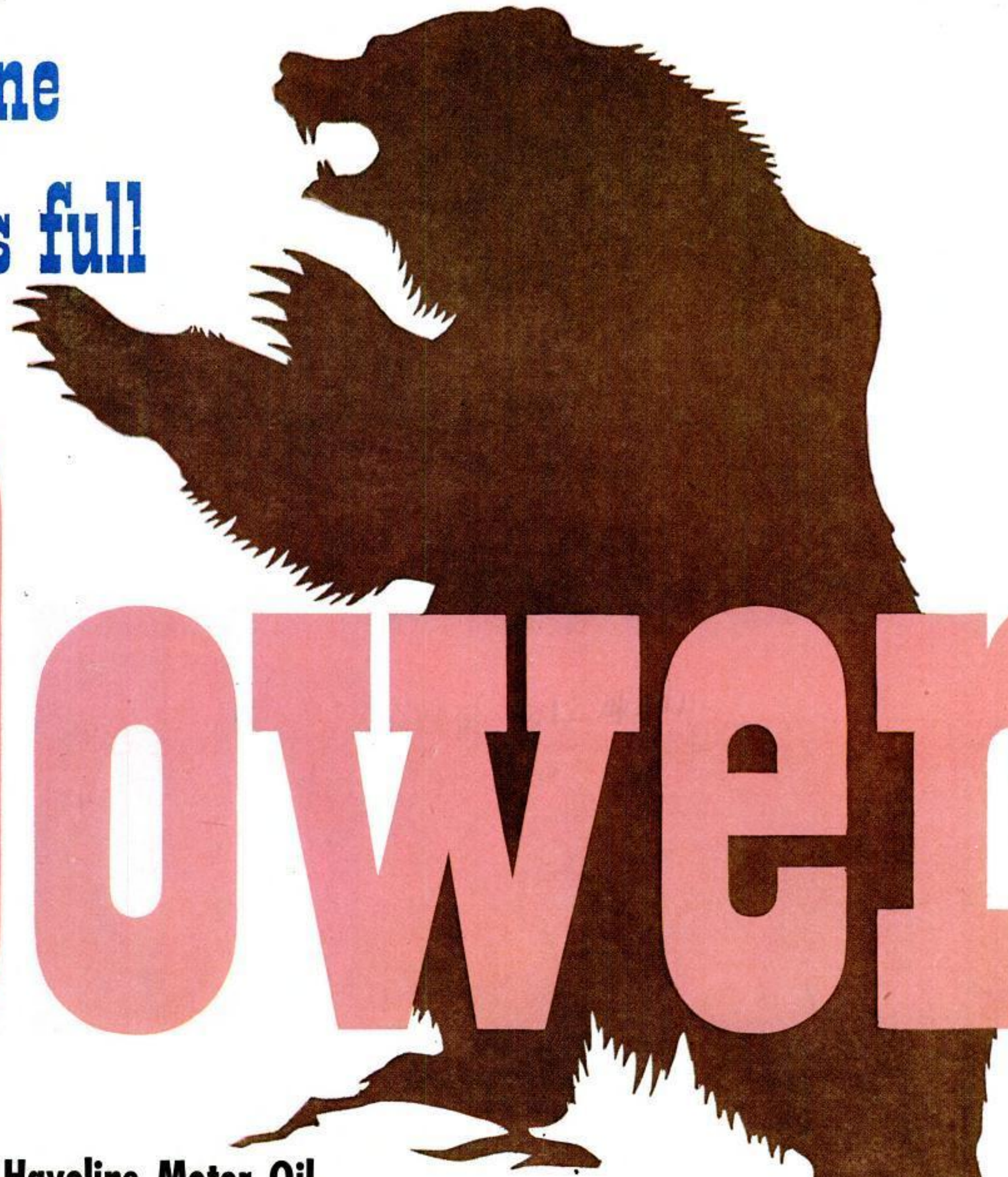
Original Story by Paul Gallico

RE-RELEASED by RKO Radio Pictures Inc.

LIFE is published weekly by TIME Inc., 540 N. Michigan Ave., Chicago 11, Ill. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Postoffice at Chicago, Ill. under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions $6.00 a year in U. S. A. and Canada.

Copyrighted material

a clean engine gives full



power

...and Havoline Motor Oil keeps engines clean

Power is yours for the asking when you specify Havoline Motor Oil. The top performance of your motor is assured because Havoline keeps the engine cleaner and better lubricated — free of gummy carbon and sludge. A *clean* motor uses less gas — gives you more miles and power from every gallon. So get Havoline today — from your Texaco Dealer, *the best friend your car ever had.*



THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada

TUNE IN... TEXACO STAR THEATER every Wednesday night starring Milton Berle. See newspaper for time and station.

Copyrighted material

BRING FLORIDA'S BRIGHT SUNSHINE

into Your Daily Life!



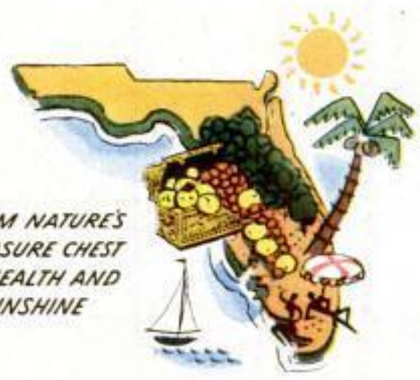


Florida's luscious orange juice does so <u>much</u> for you . . . why let a <u>day</u> pass without it!

That wonderful Florida feeling... folks will travel a thousand miles to enjoy it—to bask on Florida's beaches and the sunny shores of her lakes . . . to wander through her luxuriant orange groves. But do you know a big slice of Florida health is stored up for you inside those golden skins of Florida oranges, and in those inexpensive cans of Florida orange juice?

Yes, natural vitamin C in abundance, other vitamins and minerals, fruit sugars for energy—and all the other nourishing values are retained in Florida orange juice, fresh or canned, for your refreshment, enjoyment, and health. Right now, while Florida's Seedless Valencia oranges are at the height of juicy goodness, and while cans of juice are being offered at most attractive prices, make sure to make the most of Florida orange juice each day!

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA



FROM NATURE'S TREASURE CHEST OF HEALTH AND SUNSHINE

FLORIDA ORANGE JUICE

FRESH  **OR**  **CANNED**

Copyrighted material



This month A GRAND OLD PLANE *makes its last flight!*

Outmoded by finer, faster, more modern transports, the Douglas DC-3 makes its last passenger flight for American Airlines this month. It is being retired, as was the DC-4 last year, to make way for progress.

Although change is the inevitable price of progress in air transportation, the passing of the DC-3 is tinged with regret. For this was no ordinary aircraft. For years it maintained an almost personal reputation for reliability and sound. performance, not unlike the famous Model T Ford. Every solid inch was pure thoroughbred!

The first DC-3 was purchased over a decade ago by American—in August 1936. Since it then represented the ultimate in transport luxury, American Airlines subsequently converted its entire fleet to this new type. The DC-3 carried 21 passengers at 200 miles an hour—small and slow when compared to the Flagships of today. In 1949, American's new Flagships, the DC-6 and the Convair, accommodate 52 and 40 people respectively and travel 300 miles an hour!

The DC-3 will doubtless continue to serve the public in a limited way, just as the old Ford Tri-motor did, but no longer will it be seen on American's far-flung routes where it starred so long. Oldtimers, passengers and pilots alike, will mourn the passing of this grand old plane, inevitable though it be. Its retirement from the Flagship Fleet is symbolic of the ever recurring changes we must make to maintain American's leadership in air transportation's progress.

AMERICAN AIRLINES INC.

Copyrighted material

The Price is the Same

1.00 *and* 1.75

The Quantity Greater

15 to 20 *more* Applications

The Quality Unchanged

EARLY AMERICAN

Old Spice®

AFTER SHAVE LOTION

formerly 4 oz.	*NOW 4¾ oz. 1.00*
formerly 8 oz.	*NOW 9½ oz. 1.75*

Thanks to the constantly increasing acceptance of this cool, clean, fresh After Shave Lotion, Shulton is now able to extend to you this additional value.

P.S. The same extra value on Cologne, too.

NEW! Leak-Proof Top



Exclusive plastic feature on stopper makes the bottle absolutely leakproof, an ideal feature for traveling. No cork to slip, deteriorate or disintegrate into bottle.

SHULTON

Rockefeller Center, New York

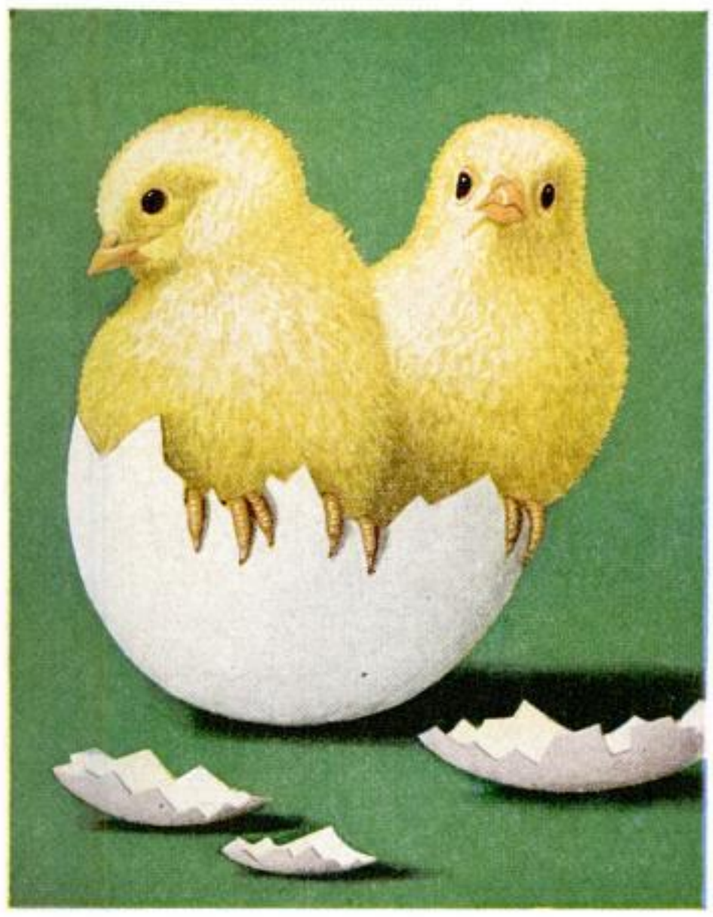
PRICES PLUS TAX

Copyrighted material

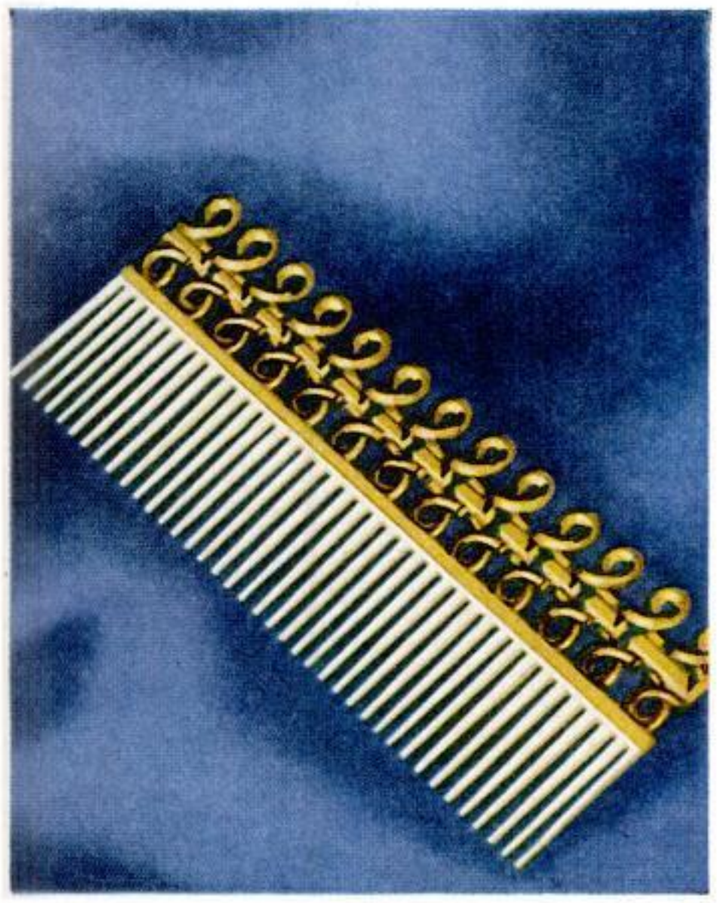
To every wife who sighs over bills



Your CANNON GIRL says: Cannon Percale Sheets, costing just a little more than heavy-duty muslin, have always been a nifty buy...



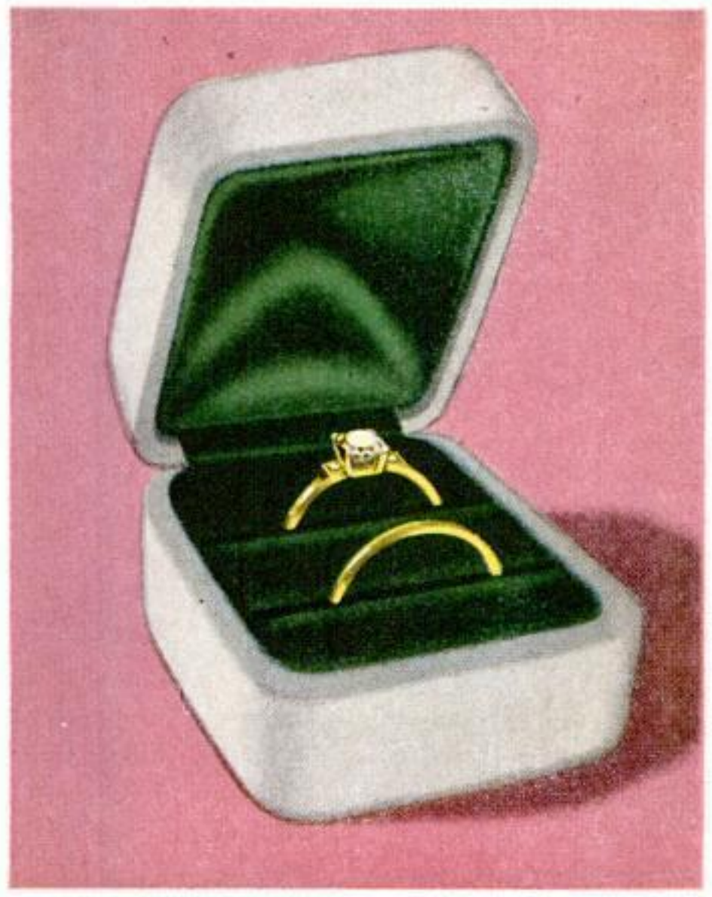
Here's DOUBLE NEWS: Not only do you pay less money today, you also get a wonderful extra!



Now Cannon Percale Sheets are COMBSPUN! Cloud-soft cotton is combed till just the longer, smoother fibers remain!



These Combspun Cannon Percale Sheets are marvelously STRONG (for long wear); beautifully LIGHT (for easy laundering and bedmaking).



All in all, they're the perfect dream-sheets for YOUNG-MARRIEDS ... and longer-marrieds, too! Top buys at the new low price!



Step to your sheet counter...ask for new COMBSPUN CANNON PERCALE SHEETS!

Cannon Percale Sheets—Now They're Combspun

TRADE MARK CANNON

CANNON TOWELS . . . STOCKINGS . . . BLANKETS ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

COPR. 1949 CANNON MILLS, INC.

Copyrighted material



Very personally yours

New luxury comes into your life—the day you discover the new Kotex. For it gives you the softness that fulfills your fondest dream of comfort. Actually . . .

Miracle softness that you've never known before! You see, *this* softness really lasts, holds its shape without sacrificing safety, because the new Kotex is made to stay soft while you wear it. Moreover . . .

You'll never have a moment's qualm, with those flat pressed ends that prevent revealing outlines. And with that exclusive safety center—designed for your extra protection.

Welcome features all . . . and all 3 absorbencies of Kotex provide them. You have a choice of Regular, Junior, Super, to answer your needs exactly. To help you maintain that carefree assurance . . . so very *personally yours.*



*more women choose Kotex**

than all other sanitary napkins

* T. M. REG. U. S. PAT. OFF.

Copyrighted material



The GOLD STRIPE tells the story!

You always know it identifies the finest nylon stockings it is possible to produce. Ask for Gold Stripe "Shell Foot," a new stocking to wear especially with low-cut shoes.

Wispy-sheer WAFER, a blushing beige . . . for summer's natural tones . . . to wear with navy, prints or blond shades. 51 gauge, 15 denier. If not obtainable at your local store, use coupon below.

GOTHAM HOSIERY COMPANY, INC.
200 MADISON AVENUE, NEW YORK 16, N. Y.
GOTHAM HOSIERY COMPANY OF CANADA, LTD.
DOMINION SQUARE BUILDING, MONTREAL

GOTHAM HOSIERY COMPANY, INC.—DEPT. L44
200 MADISON AVENUE, NEW YORK 16, N. Y.
I would like to buy 51 gauge Gotham Gold Stripe Shell Foot Nylons illustrated "On A Pedestal." Please send me, through a store in my locality, ... pairs Gotham Gold Stripe Nylons in 51 gauge, 15 denier WAFER, Style 3121, at $1.95 a pair. My size is I enclose Check ☐ or Money Order ☐. (Don't send stamps.)

NAME_____

ADDRESS_____

CITY_____ STATE_____

Coupon orders filled only in the U.S.A.

LIFE'S REPORTS



TICKET BUYING is only one step in long bout with Russian red tape.

"DOKUMENTY, TOVARISH!"

A Russian traveler has a rugged time without his papers

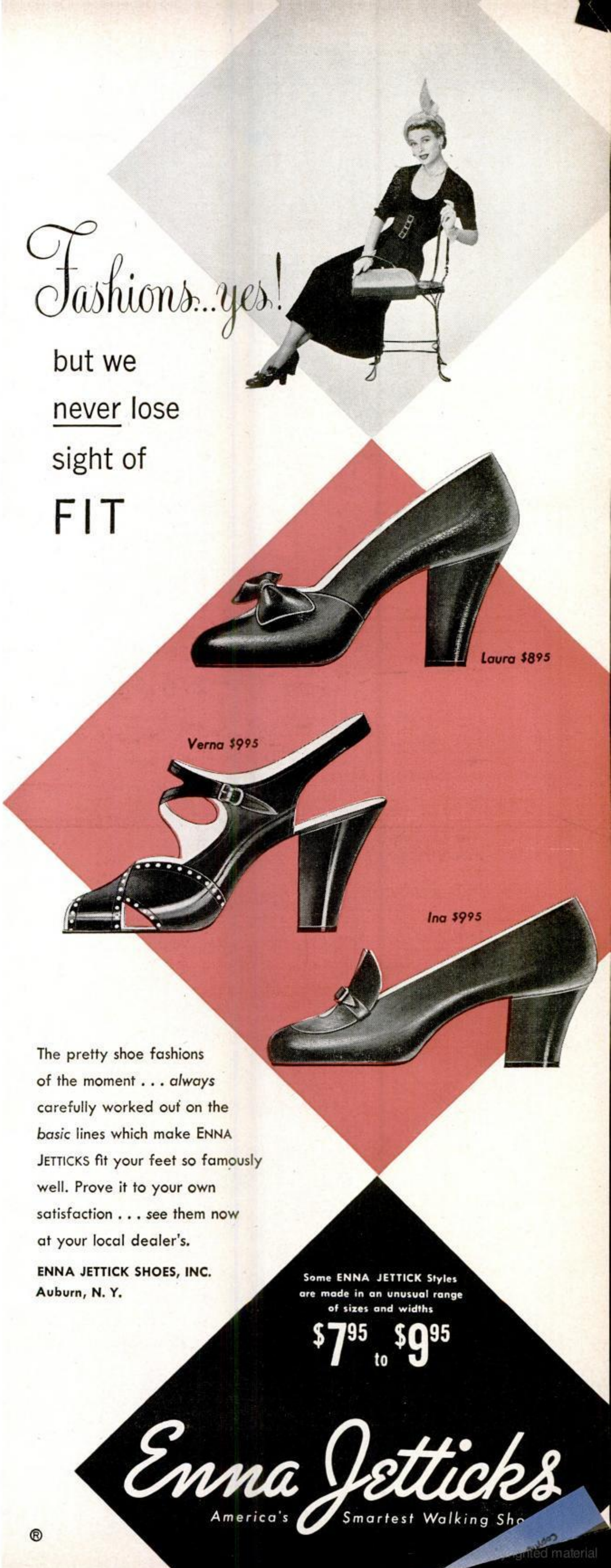
by VLADIMIR PETROV

Vladimir Petrov, a native of Odessa in Russia, was sent to a Siberian forced labor camp in 1935 at the age of 19 charged with dissident views. Released in 1941, he traveled across Russia in February 1942 to visit his mother in the Caucasus. This account of his trip will appear in his forthcoming book.

Two years after the journey the Germans took Petrov from Odessa to Austria. Thence he escaped to Italy and, finally, the U.S.

The journey from Vladivostok across the U.S.S.R. to the northern Caucasus was a severe one under the best of circumstances; in war-torn Russia it was tortuous. My train was an "express," which meant it traveled at an average speed of 15 mph. I was lucky. When I started out I managed to get on the upper one of three tiers of shelves which serve as berths in a Russian train. My forced horizontal position made me drowsy, and I slept a great deal. But regularly, through the many days of travel to Tashkent, I was awakened by the conductor's shouts, "*Dokumenty, tovarishi!*" ("Get your papers ready, citizens").

CONTINUED ON NEXT PAGE



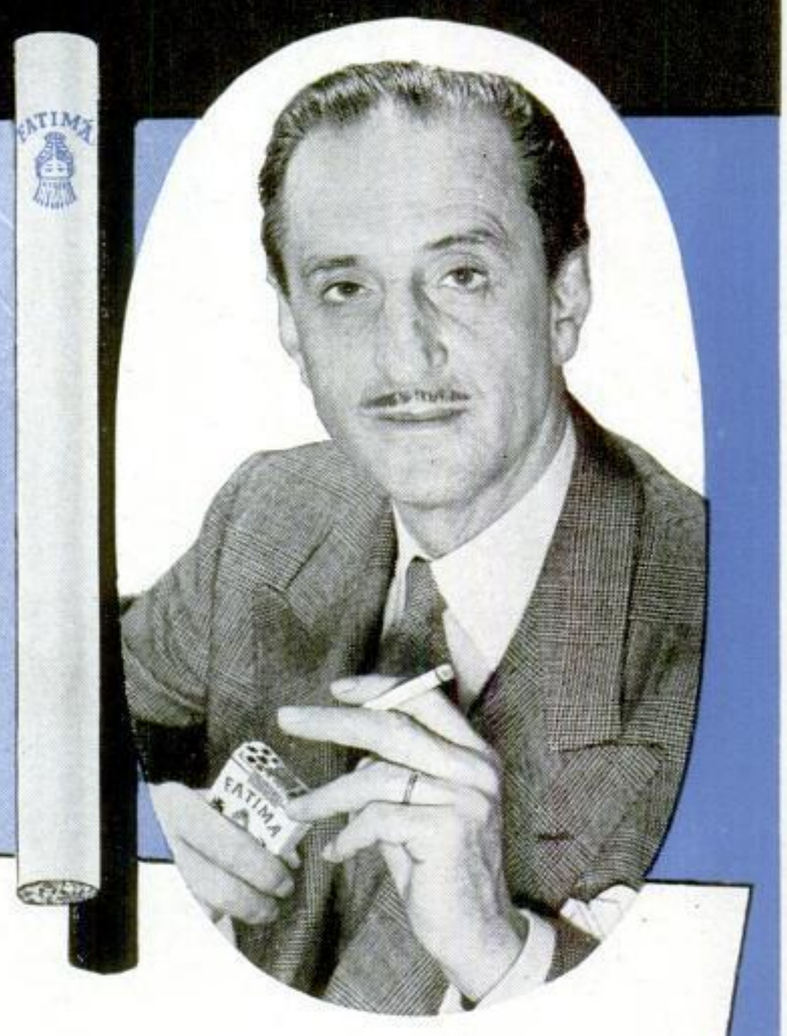
NOW, AT LENGTH

QUALITY

IN A LONG CIGARETTE

Basil Rathbone says:

May I tell you why you'll like smoking the *NEW* Fatima?



BR

The name Fatima has stood for the Best in Cigarette Quality for 30 Years.

And now, I say the new Fatima is the best of long cigarettes.

It's the long cigarette that I know you'll enjoy as much as I do.

It's MY cigarette.

Basil Rathbone



FIRST QUALITY FOR 30 YEARS!

Copyright 1949, Liggett & Myers Tobacco Co.

LIFE'S REPORTS CONTINUED

Then two or three red-cheeked guards in the uniform of the NKVD would enter the car and begin to examine the passports and other documents of the passengers. At times they would find fault with a document and we would hear the usual, "Pick up your things and go forward. You'll get off the train at the next station. There we'll see. . . ."

On reaching Tashkent, near the border of Afghanistan, we were told that our express would go no farther and we must change trains.

I learned that I could not get the ticket to continue my journey until the next morning, and that to get it I would have to present, besides the other documents, a certificate that I had bathed in a public bath and that my clothes had been disinfected in Tashkent.

I made several attempts to secure a room at one of the nearby hotels, but the complacent clerks looked at me as though I had escaped from a lunatic asylum. As I wandered farther into town pondering my problems, a brilliant idea occurred to me. After a few inquiries I found what I was looking for, a large door with the sign, "The Public Bath."

A number of men and women sat dozing on wooden benches along the walls of the large entrance hall. As I entered three men accosted me so suddenly that I had to step back. They pulled at my sleeves, talking all at once.

"Do you want a certificate?"

". . . of disinfection?"

". . . of having bathed?"

"Are you going west?"

It took me some minutes to grasp the fact that they were professional certificate procurers. For a small sum they would go through the governmental cleansing and disinfection for me. The certificates would cost me 10 rubles for my suit and five for myself. That seemed fair and I gave my name to two of them. They wrote it down carefully on a piece of paper and departed joyfully.

A third man still stood waiting.

"That's all," I said, "I don't need any duplicates."

"I take typhus inoculations for anyone who needs a certificate. You can't pass Ashkhabad without one. The injections are given right here. If you want one, I'll be glad to take it for you."

It might be useful, I thought, and I certainly did not want an injection myself.

"How much?" I asked.

"Twenty-five rubles," he said. Then, seeing a rather perplexed expression on my face, he added with emphasis, "You must un-

CONTINUED ON PAGE 13



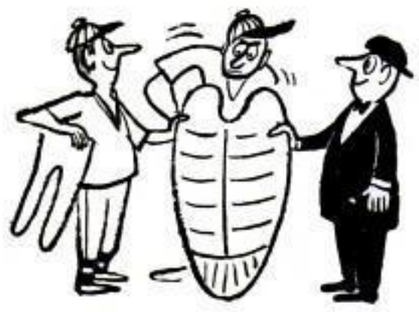
A minor league pitcher named Joe



Wore shorts that climbed up at each throw,



Till the first baseman cried,



"Arrow Shorts never ride,



They are worn in the big leagues, you know!"



No chafing center seam

Sanforized-labeled • Gripper fasteners elastic or tie side • SPRINTER (all-elastic waistband) • adjustable back.

ARROW SHORTS

$1.25 $1.50 $1.65 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.

Copyrighted material



The candy with the hole 

still only 5¢

Copyrighted material

HERE IT IS! NEW Mobiloil



UNSURPASSED *Triple-Action!*

Not Just One—but All 3 Modern Oil Qualities—

"Anti-Acid"? YES!
"Detergent"? YES!
"High V.I."? YES!*

* High Viscosity Index—means high resistance to change in body under extremes of heat and cold.

1. Easy Starting — Here's fast engine turnover — instant flow of lubricant to all moving parts. With New Mobiloil, your engine turns over quickly, operates smoothly. This great new motor oil's high V.I. and rich lubricating qualities result from years of advanced research by Socony-Vacuum.

2. Full Protection — New Mobiloil's choice selected stocks and "built-in" cleaning properties mean unsurpassed protection against friction, wear, and harmful deposits. Socony-Vacuum pioneered with solvent-refined motor oils and effective detergents to keep engines cleaner.

3. Maximum Economy — Special refining processes remove undesirable elements — put in effective agents that retard corrosion and reduce "inside" troubles. Result: long-time money savings in fewer repairs, greater operating economy.

Mobilgas
SOCONY-VACUUM

CHANGE NOW—
at your Mobilgas Dealer!

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

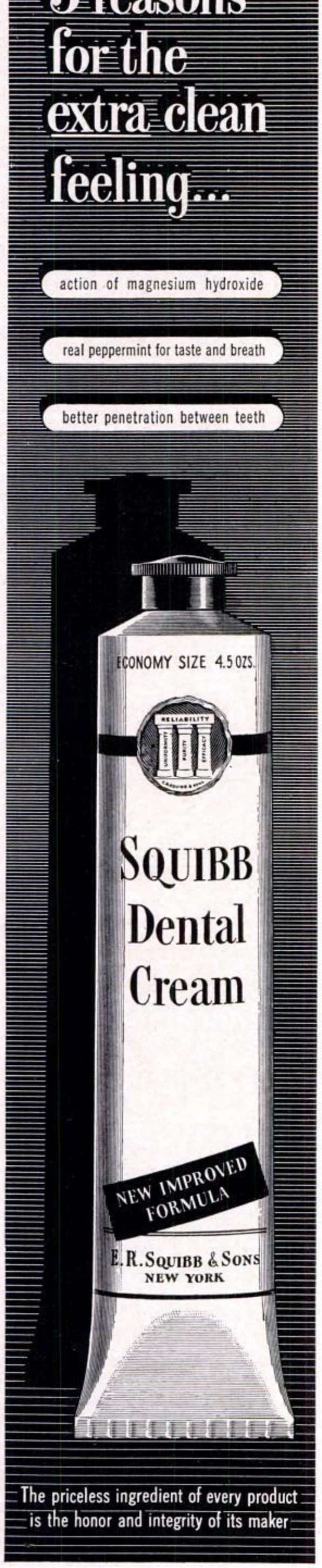
Copyrighted material

3 reasons for the extra clean feeling...

action of magnesium hydroxide

real peppermint for taste and breath

better penetration between teeth



The priceless ingredient of every product is the honor and integrity of its maker

derstand—this is an injection, it isn't just your clothes. Look here, I'll show you." He bared both arms and his back and showed me that they were speckled with needle pricks.

"Well," I said, "at least you'll never have typhus. I'll give you 10 rubles."

"Twenty."

"Fifteen is my limit."

"All right!" he agreed happily. And writing my name on a smudgy piece of paper, the typhus expert disappeared down a corridor.

It was barely dawn when, after a restful night's sleep in the bathhouse, I joined the siege around the building where the tickets were sold. Ploughing my way ruthlessly through the mob I soon reached the window in spite of the clutching hands of my fellow citizens. Straining every muscle I reached for the thick iron grill which protected the cashier from the frenzied crowd, yelling at the top of my lungs, "To Krasnovodsk!"

A man in the uniform of the NKVD sitting next to the cashier took my papers and began to look through them. I held my breath, but everything seemed to be in order and in five minutes I had my tickets and my papers back. The only thing withheld was a 50-ruble charge—a tax not provided for by law which ticket agents all over Russia were imposing on travelers.

Contrary to expectations the train was not crowded. There were only three other people in my compartment: two Red army officers returning to Moscow and a high ranking industrial engineer. The engineer and the officers started a poker game. I tried to keep out of it, but failed. After losing awhile I hit a stroke of luck and in a couple of hours won 4,000 rubles. We decided to spend it together the next chance we had.

The chance came when we reached Ashkhabad, the capital of the Turkmen Republic on the Persian frontier. Here again we had to wait 15 hours between trains. One of the officers found out that for the modest sum of 100 rubles we could have the use of a private apartment for the evening and night.

The owners of the apartment, an elderly woman and her two young daughters, welcomed us sweetly, built a fire in the kitchen to cook the food we had bought and set the table for a banquet. We loaded it with various bottles of liquor and invited them to join us. They gladly accepted, and one of the daughters ran to the next house and brought back another pretty girl of about 18.

We ate much and drank more. I began to feel dizzy, and then

CONTINUED ON NEXT PAGE

Now — a toaster that waits for the eggs!



See the General Electric Automatic Toaster at your retailer's.

New General Electric Automatic pops toast up—or keeps it warm till you're ready!

Each and every slice toasted to taste:



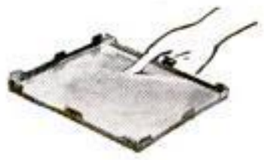
Light, medium, or dark. Just set the knob—and this General Electric Toaster takes over. Doesn't matter if you're toasting one slice or twenty!

A warming-oven inside your toaster!



Your toast will keep hot and crisp till you're ready for it . . . or "pop up" when done. This General Electric wonder gives you your choice!

So quick to clean!

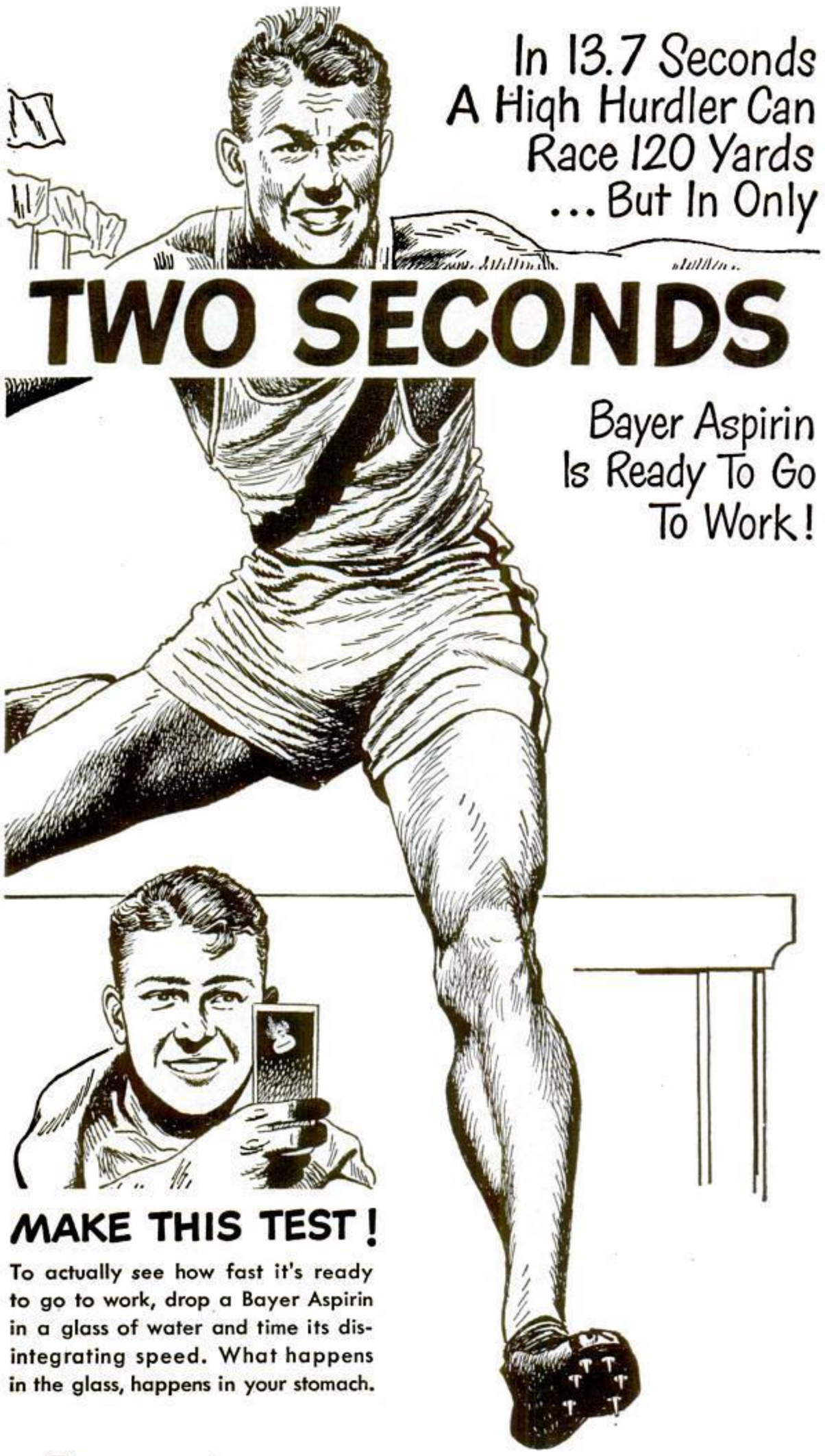


This General Electric Toaster has a Snap-in Crumb Tray for cleaning that's quick and easy! The tray snaps in and out . . . can be wiped clean in 10 seconds! General Electric Company, Bridgeport 2, Conn.

"Toast to Your Taste—Every Time"

GENERAL ELECTRIC

Copyrighted material



When you want really *fast* relief from ordinary headache, neuritic or neuralgic pain, use genuine Bayer Aspirin. It brings you relief with amazing speed because it starts disintegrating almost instantly you take it. Timed by stopwatch, it's actually ready to go to work in *two seconds.*

But *fast* relief isn't the only reason why it pays to use Bayer Aspirin. Also important is the fact that you can take it with *complete confidence.* For Bayer Aspirin's single active ingredient is not only so *effective* that doctors regularly prescribe it for pain relief, but is so *gentle* to the system mothers give it even to small children on their doctors' advice.

So when you're in pain, don't experiment with drugs that have not been proved by years of successful use. For the *fast* relief you want — and the *dependable* relief that's important to your health — take genuine Bayer Aspirin. And always be sure to ask for it by the name "Bayer" when you buy.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN

a moment came when everything vanished and I sank into an abyss.

All was dark and quiet when I awoke. I was in bed alone. The officers were gone and so was my watch, my pocketbook, my tickets and my papers. I rushed to the next room and turned on the light. Three pairs of eyes looked at me from their beds.

"Where is everybody?"

"They've gone to the station. One of the men said he would come back and wake you in time for the train."

"They've taken my money. I've been robbed."

"Good Lord! That can't be. Maybe the officer that slept in the same bed with you, the blond one, took it along so you wouldn't lose it. He'll surely bring it back."

Not at all reassured, I hastened to the station. Remembering my two suitcases—the checks for them gone too—I stopped at the baggage room, explained what had happened, described the suitcases and asked the attendant to see if he still had them.

"I don't need to look," he said. "An officer came and got them about half an hour ago." I spent most of the day at the police station trying to find the right official to whom I could report my loss. I never found him. I decided at last to try my luck with the president of the Turkmen Republic.

The reception room of the president was situated in a small building in one of the central streets of the city. I was surprised to find only three people in the waiting room. I was about to ask one of them why so few people came to see the president and why I was so easily admitted when the door opened and an attendant called my name.

I entered a long room modestly furnished. At the far end of it behind a large desk sat a little man with an unimpressive Mongolian face. His secretary stood next to him. The president extended his hand across the table to greet me.

"Take a seat, please. What can I do for you?"

I explained that I had been robbed and needed money and papers to get home. I promised to send the money back if it could be loaned to me.

The president listened intently, putting his hand to his ear and nodding sympathetically. When I finished he looked up to his secretary.

"Can we help this unfortunate young man?" he asked.

"We cannot!" said the secretary, and turning to me he continued. "You should apply to the police for your papers and as to

CONTINUED ON PAGE 17

BALANCE HIS DIET AND YOUR BUDGET!



It's easy—just make MILK-BONE TINY BITS the basis of his diet! Simply add table scraps, soup or broth and your dog's diet can be as varied as your own ... nutritionally balanced to his individual needs. MILK-BONE TINY BITS are *baked* for easier digestion — *sealed* in sanitary cartons. *Economical* because *you* add the liquid to this *concentrated* food! Order today!



Guaranteed by Good Housekeeping

MILK-BONE TINY BITS contain nutrients your dog needs: Vitamins A, B1, B2, D, and E ... Meat Meal ... Fish Liver Oil ... Whole Wheat Flour ... Minerals ... Milk.

NATIONAL BISCUIT COMPANY

Straps 'n Saddles for Spring



by Edwards

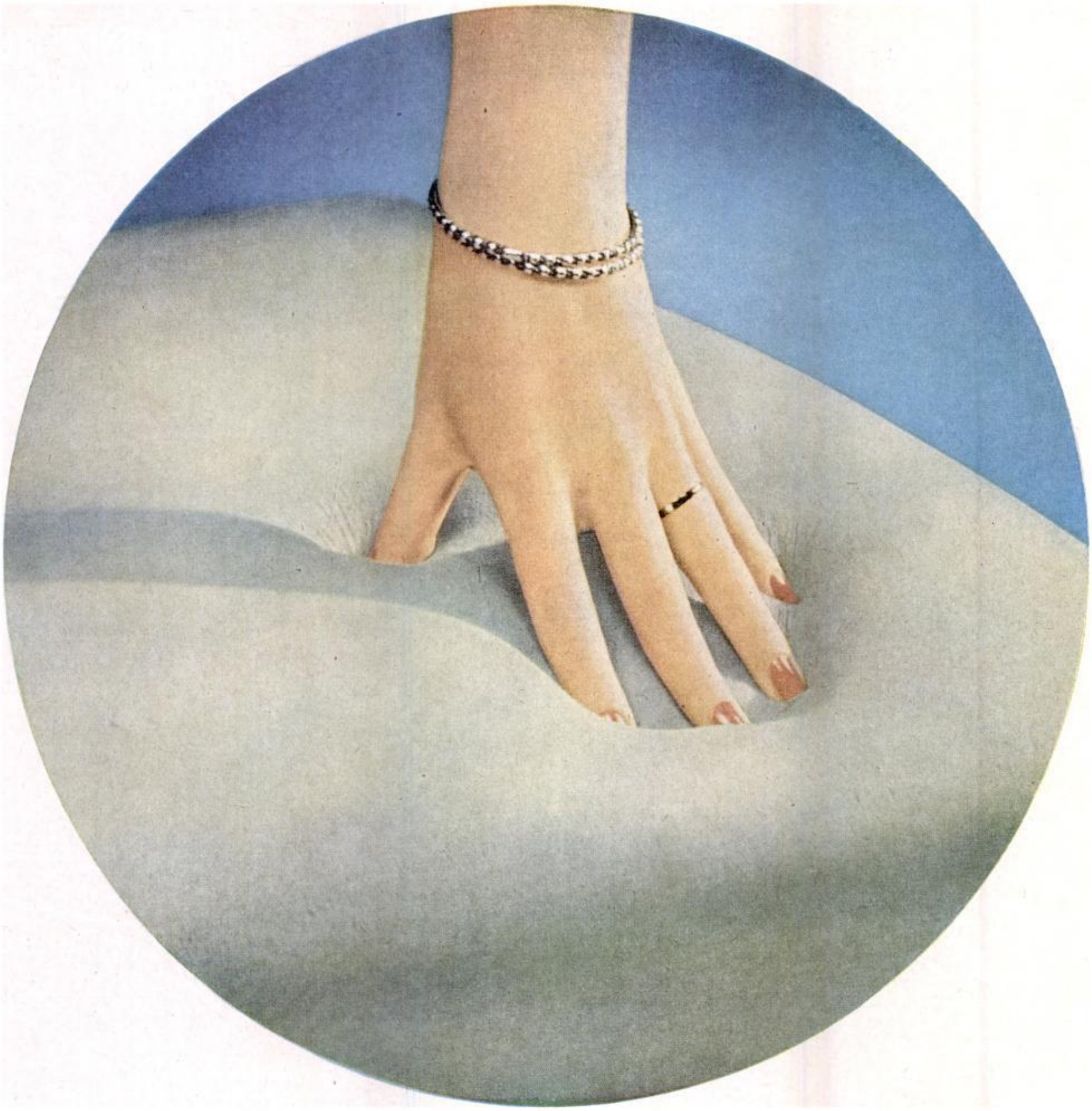
Straps 'n Saddles in gay colors by Edwards. Red, green, or brown saddles, with two saucy straps and dainty brass buckles. Gay informality and smart good looks, plus Edwards famous fit and quality for healthier feet. Other popular spring styles in leading stores. See them soon.

Send 10c for instructive booklet, "Your Child's Foothealth."

Edwards
314-22 N. 12th St.,
Phila. 7, Pa.

Edwards
SHOES FOR CHILDREN

Copyrighted material



DO THIS—to find super-comfort in cars, furniture and mattresses

This test will show why **Airfoam** makes all other forms of cushioning seem out of date. Just push down upon a car seat, sofa or mattress cushioned with **Airfoam** and feel how it molds itself to your hand —how it responds to pressure with a buoyant uplift that gives firm, restful support and insures complete relaxation.

Airfoam keeps this magical resiliency for life. It won't crush down or set—always comes back to shape instantly. **Airfoam** furniture cushions never need fluffing up. **Airfoam** mattresses never need turning. In seating it outlasts the seat!

To be sure of getting this super-comfortable, super-durable latex cushioning made by Goodyear, make the "push test" when you buy, and look for the **Airfoam** label—your sure guide to modern comfort. Goodyear, Airfoam Dept., Akron 16, Ohio.

Airfoam

SUPER-CUSHIONING BY

GOODYEAR

THE GREATEST NAME IN RUBBER

Airfoam—T.M. The Goodyear Tire & Rubber Company

Copyrighted material



For a Sunday-Best breakfast —these golden crisp waffles!

. . . MADE WITH DUFF'S WAFFLE MIX, of course, because Duff's turns out perfect batter *every time*. And such luscious waffles! . . . tender, crispy crust outside . . . creamy-smooth texture inside! Be sure to *insist* on Duff's Waffle Mix . . . for Sunday-Best breakfasts . . . or *any day* fill-'em-up fare!

FULLY-PREPARED . . . JUST ADD WATER—*that's all!*



...AND YOU'LL WANT TO TRY THESE OTHER DUFF'S MIXES, TOO!

ALL FULLY-PREPARED

HOT ROLL MIX



Dinner Rolls . . . hot and fragrant from your own oven . . . are so easy with Duff's Hot Roll Mix. Make tempting sweet rolls, tea rings and coffee cake too, with the same quick-easy mix.

GINGERBREAD MIX



Shortcake! Spicy gingerbread baked to a fluffy height with Duff's! Cut a big square, split, and slice creamy bananas between layers and on top. Crown with foamy whipped cream and cherry!

JUST ADD WATER THAT'S ALL!

DAN D. DUFF
The Gingerbread Man

HOT MUFFIN MIX



Raisin Muffins and tall, frosty glasses of milk are a perfect snack-time combination. Easy and quick to make, too. Add 1 c. raisins to regular muffin batter made with Duff's Hot Muffin Mix.

DEVIL'S FOOD MIX



Fudge Cookies! It's no problem keeping that cookie jar filled with Duff's Mix on hand. Add ¾ cup cool water to mix. Drop on greased cookie sheet, bake at 350° for 15 min. Frost with fudge icing.

WHITE CAKE MIX



Petit Fours! As dainty, light and delicate as any French chef could create. Just bake Duff's Mix in a square pan. Then cut in diamonds . . . cover with colored fondant and icing swirls.

SPICE CAKE MIX



Spice Cream Pie! Looks so elegant, tastes divine, and bakes oh-so-easy! The *secret?* Make a two-layer spice cake with Duff's Mix. Add custard filling, mint icing and almonds for a fancy touch.

Guaranteed by Good Housekeeping

©1949

AMERICA'S MOST FAMOUS LINE OF BAKING MIXES . . . PRODUCTS OF AMERICAN HOME FOODS

Copyrighted material



In a carefully tended Vermont maple grove, young trees gradually replace older trees so the yield of maple sap will be maintained.

Longing for real maple sugar flavor?

Anyone who has ever tasted real maple sugar can never forget its tempting, mouth-watering flavor!

To get that real maple sugar flavor in Vermont Maid Syrup, our skilled blenders select full-flavored maple sugar; then blend it with cane sugar. This gives you, at moderate cost, a uniformly rich and delicious real maple sugar flavor. At your grocer's.

Penick & Ford, Ltd., Inc.
Burlington, Vermont



Vermont Maid
Syrup



To keep hair beautifully groomed on all occasions, wear an invisible Venida Hair Net! Painstakingly made by hand, of long, resilient human hair, in 11 styles for every need, in shades to match your hair precisely.



Ask for the familiar "Venida Girl" envelope at your favorite notion or drug counter.

Costs less because it lasts longer!

20¢ White, grey, purple 25¢
Single or double mesh

VENIDA
The Guaranteed
HAIR NET
"rules the waves"

FAMOUS HAIR BEAUTY AIDS BY RIESER CO., INC., N.Y. 18

the money, you'll have to get it any way you can—the budget of the republic has not yet been approved and we have no funds for unforeseen expenses."

We shook hands warmly and I left the room. It was clear to me now why there were so few people waiting to see the president of the republic.

I had to do something and do it fast. In dismay I started up the street and soon came to a handsome gray mansion separated from the street by a beautifully kept garden surrounded by a tall iron fence, with a gate and a sentry. The sign on the gate read, Central Committee of the Communist Party of the Turkmen S.S.R.

Here is the real power, I thought, and with an air of implacable determination, I asked the sentry for a pass to see the secretary of the Committee. He looked at me with surprise and inquired what for. I told him my story.

"What tommyrot!" he said. But he picked up the telephone and repeated to someone all I had told him. Then, shrugging his shoulders, he wrote me a pass. I went to the secretary through endless corridors. In a sumptuous chamber I found two men and two young girls comfortably seated on a sofa and two large upholstered chairs. I stopped at the door not knowing whom to address. One of the men on the sofa said, "Well, tell us about it. I am the secretary—Ivanov."

Trying my best to fit into the convivial mood of the company, I told once again the story of my misfortune. I told it humorously, adding here and there some funny details both true and improvised. The story evidently pleased them all as they kept laughing gaily.

"I really don't quite see how I could help you," Ivanov said. "We don't give papers to suspicious characters, but on the other hand if I send you to the police they'll arrest you. Well, I'll see."

He went to a telephone and took up the receiver.

"This is the secretary of the Central Committee of the Party, Ivanov. Look here, a scrawny chap will come over to see you shortly. He has been robbed. Give him some sort of a paper so he can get to his home town. What? Yes, I know him, not too well though. What? No, I won't write anything for him myself. You write it, that's what you're there for." And he hung up.

"Now," he said to me, "you go straight to the station, and they'll give you a paper. And don't hang around here long. You'll get in trouble. Leave tonight."

I did. I still had no money, so

CONTINUED ON NEXT PAGE



M.D. loves A·S·R

"A·S·R shines in any company," says Melvyn Douglas. "Slim, beautiful and instantly responsive! No wonder I like to take A·S·R out . . . I sure love that lighter!"

Click! On goes the light! That's A·S·R's exclusive 'light switch' action! *Stays* lit—you can pass the light without passing your thumb!

Goes for weeks without a drink—has the capacity of a camel! Can't leak—and refilling's just as simple as pouring coffee! Guaranteed.



A·S·R 'Classic.' A sophisticated touch for any table. Rhodium finish. Resists tarnish. Can be machine engraved. $12.50, No Fed. Tax.



A·S·R Pocket Lighter in Platinum-derived Rhodium finish. $7.50, No Fed. Tax. Also in leathers, sterling and gold, $9.00 to $200.00.

A·S·R lighter

Use Boone Flints in your A·S·R Lighter

An A·S·R Product—Lighter Div., A. S. R. Corp., B'klyn 1, N. Y.

Copyrighted material

Win An All-Expense Cruise to BERMUDA for TWO!



TWO WEEKS VACATION FREE!

FIRST PRIZE in the

CROWN LUGGAGE TRAVEL CONTEST

Sail First Class on the

S. S. QUEEN of BERMUDA

Spend 10 days at the Luxurious

PRINCESS HOTEL

★ Transportation for TWO will be provided to and from port of embarkation!

★ Cruise may be taken any time from July 15 to October 31, 1949!

★ Winner will recieve $150 "pocket money!"

OR ANY ONE OF

77 OTHER BIG PRIZES!



- One PRINCESS Bonded Diamond Ring
- One Vulcain CRICKET Seventeen Jewel Alarm Wrist Watch
- One FORSTNER 10K Gold Snake Chain Necklace
- One LEWYT Vacuum Cleaner-No Dust Bag to Empty!
- One Dozen PEQUOT Fine—Combed Percale Sheets and Pillow Cases
- One KEYSTONE K-22 Movie Camera
- Four CALVERT Wrist Watches—Two for Women, Two for Men
- One FORSTNER 10K Gold Tag Key Chain
- Nine SETH THOMAS Mantel Clocks
- One SIMMONS Electronic Blanket
- Two PARKER "51" Magnetix Desk Sets
- Nine 53-piece Sets of COMMUNITY Silverplate
- Nine HAMILTON BEACH Food Mixers
- One RONSON Adonis Sterling Lighter
- One HOLLYWOOD Reflex Camera, Model E
- Six PRESTO Cooker "Frymasters"
- Three RONSON Crown Table Lighters
- Five PREVORE Electric Table Broilers

Twenty Matched Pairs of CROWN LUGGAGE in PLASTI-HIDE, The Tough, Handsome, Washable Plastic (Ten Pairs for Women, Ten Pairs for Men)

CONTEST RULES

1. Visit your nearest Crown Luggage dealer, select the Crown Luggage feature you like best and complete the following statement in 25 additional words or less: "I like the Crown Luggage feature best because....."

Write *only* on official entry blank available at all Crown Luggage dealers.

Be sure entry includes your name and address, plus that of your Crown Luggage dealer. Each entry must be original work of contestant, and submitted in his or her own name. Joint entries not acceptable.

2. Mail entry to: Crown Luggage Contest, P. O. Box 451, New York 8, N. Y. Use sufficient postage.

3. Any resident of the continental United States may compete except employees of Crown Luggage Co., Inc., their dealers, their advertising agency and members of their families. This contest subject to all Federal, State and local regulations.

4. Contest closes May 31st, 1949. All entries must be postmarked no later than midnight of that date. Winners will be notified by mail about July 1st, 1949. Winners lists will be sent to all contestants.

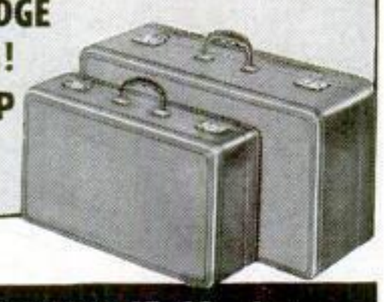
5. Entries will be judged for originality, sincerity and aptness of thought by the independent judging staff of The Reuben H. Donnelley Corporation. Judges' decisions will be final. Duplicate prizes awarded in case of ties. No entries will be returned. All entries, contents and ideas therein become the property of Crown Luggage Co., Inc.

NOTHING TO BUY!

Just Get Entry Blank From Any CROWN LUGGAGE Dealer!

Ask your CROWN Dealer to show you these Special CROWN Features:

NO-CREASE WARDROBE!
PLASTI-HIDE!
BUMPER-EDGE BINDING!
COMFI-GRIP HANDLE!



CROWN LUGGAGE CO., Inc.
Baltimore 1, Md.

I stole a ride on the train. I had to stay awake day and night dodging the conductors.

It was getting dark when we reached Krasnovodsk, and the ship I had to take across the Caspian Sea to Makhach-Kala was leaving the same night. I made a few attempts to get aboard by carrying bags for other people, but was shoved off the gangplank by the NKVD agents. Soon it was completely dark, and the pier was almost empty. A cold wind blew fiercely, and I thought longingly of my warm coat stolen by those robbers back in Ashkhabad. Lost in that sad thought, I stumbled over a cleat around which a rope was wound. The other end of it was attached to the bow of the ship. I caught my breath and, glancing quickly around, grabbed the rope and jumped off the pier. Going hand over hand as fast as I could, with the wind waving me over the black water, I got to the top of the ship and with great difficulty climbed onto the deck. Something whitish loomed near me in the dark. It was a cannon with a tarpaulin cover. Shaking like a leaf from cold and excitement, I crawled under it and lay still. When we docked at Makhach-Kala the next morning I saw that three agents of the NKVD stood at each end of the gangplank. There was nothing to do but face the music.

"Your papers?"

"I have no papers."

"What, no papers. Hey you, on shore, take this man to the guardhouse!"

As I stepped off the plank a policeman with a rifle grabbed my sleeve and led me away. In a few minutes we reached the guardhouse, and he shoved me not too politely through a door with a sentry in front of it.

"Wait here!" he ordered.

I found myself in a long, dimly lighted corridor where several people lay on the ground or squatted along the walls. At the far end of the corridor a man sat at a brightly lighted desk littered with papers. I had to act. In a few hours I would be in jail with no chance of escape. I opened the door a little and shut it again with a bang. Then I hastily walked up to the man at the desk. He raised his eyes.

"What do you want?"

"Where's the chief?"

"He's not here. What do you want?"

"I have information that the two thieves who robbed me are on board a ship which is due this morning from Krasnovodsk. I want to file an application for their arrest."

"Well, you better hurry. The ship is already in, and the chief

CONTINUED ON PAGE 20

Take this PLEASANT Laxative!



THINK OF IT—a laxative with no medicine taste! No messy bottles, no spoons, no upsetting action! Think of it—a laxative that tastes just like chocolate and works like a charm! That's pleasant Ex-Lax!

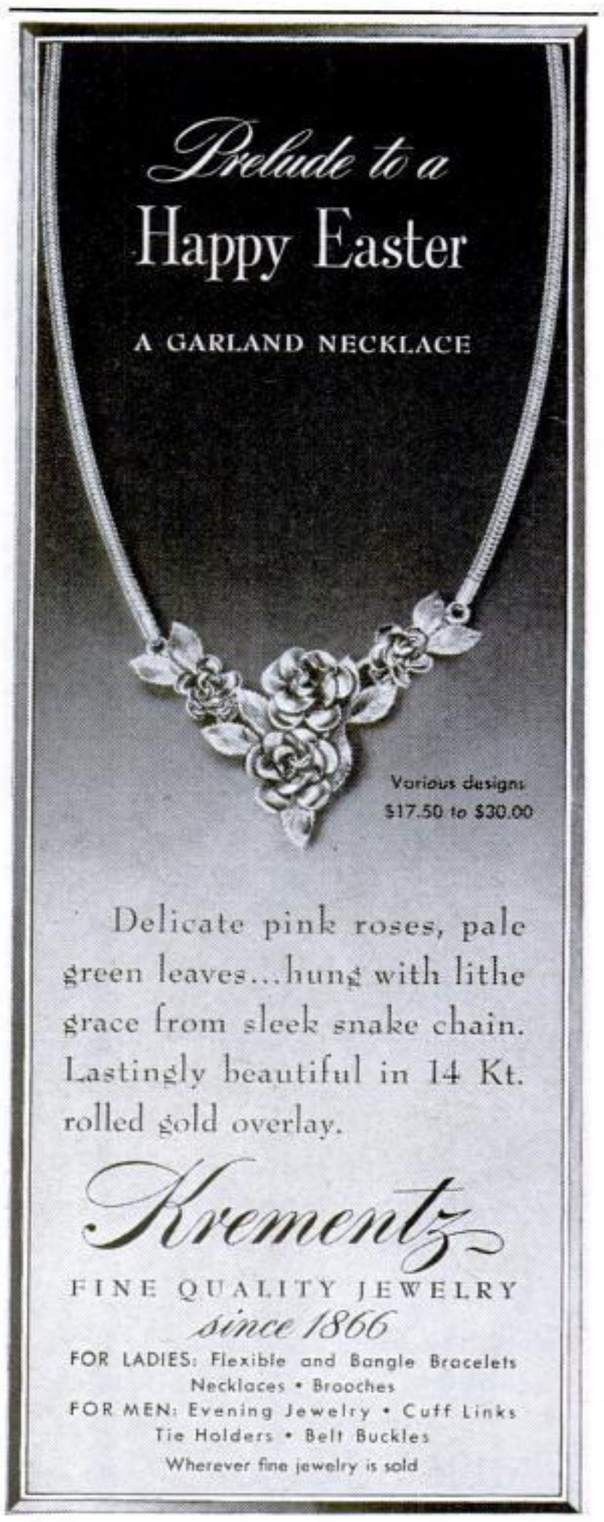
You'll like the easy, *gentle* way Ex-Lax works. You'll like the thorough way Ex-Lax brings relief. And you can take it with confidence—many doctors use dependable Ex-Lax in their practice.

If you want a *really* pleasant laxative, take Ex-Lax and join the millions of delighted Ex-Lax users! Ex-Lax is the biggest selling laxative in all America. Still only 10¢—*none finer at any price!*

When Nature 'forgets'... remember

EX-LAX

THE CHOCOLATED LAXATIVE



Delicate pink roses, pale green leaves...hung with lithe grace from sleek snake chain. Lastingly beautiful in 14 Kt. rolled gold overlay.

Krementz

FINE QUALITY JEWELRY

since 1866

FOR LADIES: Flexible and Bangle Bracelets
Necklaces • Brooches
FOR MEN: Evening Jewelry • Cuff Links
Tie Holders • Belt Buckles
Wherever fine jewelry is sold

Copyrighted material

DEPENDABLE

CHAMPION

SPARK PLUGS



← America's Favorite!

The spark of good-fellowship flashes nowhere more brilliantly than on American highways—in the hearts of the men who drive our trucks. Courteous, skillful, responsible, they are a class of men whose opinions on spark plugs can be highly regarded. Independent surveys taken among them show that they prefer and use Champion Spark Plugs in vast majority, because they represent the ultimate in quality, value, performance and dependability.



FOLLOW THE EXPERTS

DEMAND DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Copyrighted material

Eliminate the guesswork from your next home permanent!





Rayve..*the new HOME PERMANENT with exclusive* Dial-a-Wave *is personalized for your kind of hair*

YOUR "RAYVE NUMBER" IS YOUR PERSONAL GUIDE to the perfect permanent for *your* hair. You simply set the *Dial-a-Wave* . . . and your own "Rayve Number" appears on the dial to tell you the best timing procedure for the texture and condition of *your* hair and the kind of wave *you* prefer.

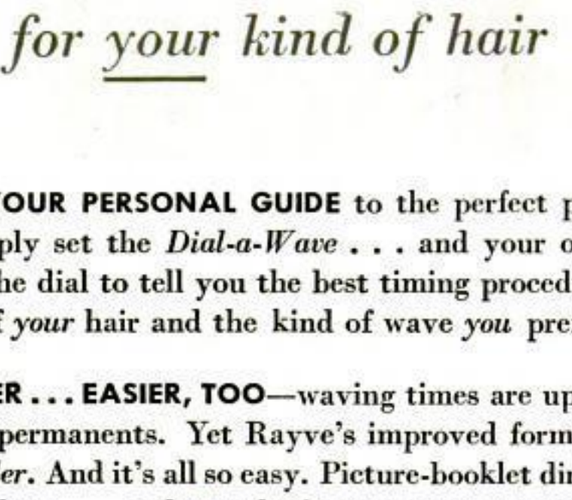
RAYVE IS FASTER, YET GENTLER . . . EASIER, TOO—waving times are up to *twice as fast* as ordinary home permanents. Yet Rayve's improved formula makes waving action much *gentler*. And it's all so easy. Picture-booklet directions make every step crystal clear . . . and you don't even wear a turban.

LONG-LASTING . . . YET SOFTER, MORE NATURAL—From the very first day your hair is satin-soft . . . with no frizz, no kinky ends. Any way you wear it, your Rayve wave looks and acts so like naturally curly hair that you'll never again be satisfied with *any* other kind of wave.

Guaranteed by Good Housekeeping

COMPLETE RAYVE KIT *with 60 "easy-wind" plastic curlers, step-by-step picture-booklet directions, and "Dial-a-Wave".* **$2**

RAYVE REFILL KIT *with "Dial-a-Wave". Complete except for curlers and bands.* **$1**



At all leading drug and cosmetic counters

FROM THE FAMOUS PEPSODENT LABORATORIES

is down there. Hurry up, they're coming ashore."

Asking my way, I ran for the railroad station as fast as I could go. The train was on the first track.

The passengers were jumping off with their kettles to get boiling water. I concentrated my attention on the nearest car, at the entrance of which a woman conductor stood waving a lantern. The engine whistled; the passengers boarded the train. So did I.

There was hardly a place to stand. I managed to push my way to the middle of the car and with the consent of the passengers crawled under a seat. In the morning an elderly man getting off the train offered me his place on the top shelf. I thanked him, and climbed up there and went to sleep again.

When I woke, somebody was pulling my sleeve. I opened my eyes and looked at a white-mustachioed conductor.

"Your ticket, citizen."

"I have no ticket," I said, half awake.

"Well, you'll have to pay a fine then."

"If I had money for the fine, I would have bought a ticket."

"You have no conscience, citizen. Passengers with tickets have had to hang on the steps and the roof, and you, without a ticket, take a whole shelf and go to sleep. Shame on you!"

"Your passengers, daddy, have traveled only a day or two, but I've spent a month on the road. Moreover if I haven't any money, that is not my fault. You understand?"

The conductor started to say something, but changed his mind. He shook his head and walked away.

The train was slowing down. We were arriving at Armavir. My journey was over.



TRAVELER PETROV now teaches Russian, has taken out U.S. papers.

IT'S NEW! IT'S FUN!



Pro-phy-lac-tic WHISTLE BRUSH

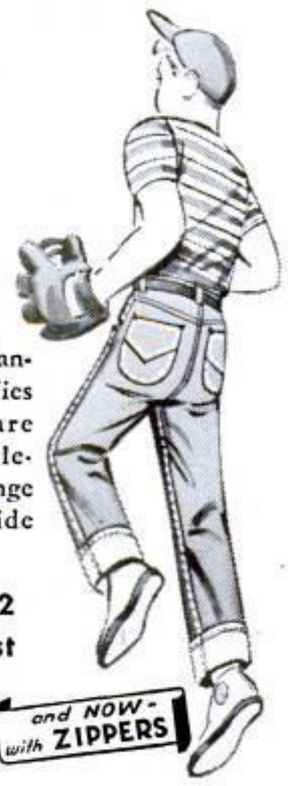


What a peach of an idea! A child's tooth brush with a two-note whistle in the handle! Get one for your youngster today . . . at your drug counter. Made by the maker of famous Pro-phy-lac-tic Tooth Brushes. Pro-phy-lac-tic Brush Co., *Florence, Mass.*

NOW THEY'LL LOVE TO BRUSH THEIR TEETH!



Spring INTO ACTION with Authentic Western Denims for Boys

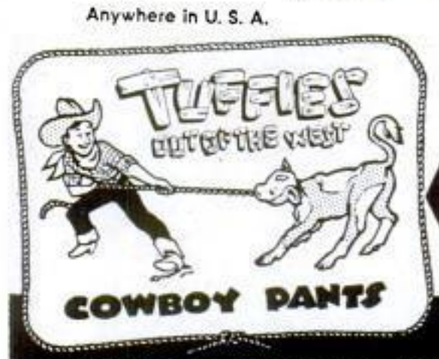


Made of tough 8-oz., Sanforized denim—Tuffies Out Of The West are copper riveted, double-stitched with heavy orange thread and have inside swinging pockets.

IN SIZES 1-22
20" to 32" Waist

$2.29 and NOW - with ZIPPERS

Anywhere in U. S. A.



Look For THIS LABEL AT BETTER BOYS' STORES EVERYWHERE

OKLAHOMA CLOTHING MFRS., INC.
OKLAHOMA CITY 1, OKLA.

Copyrighted material

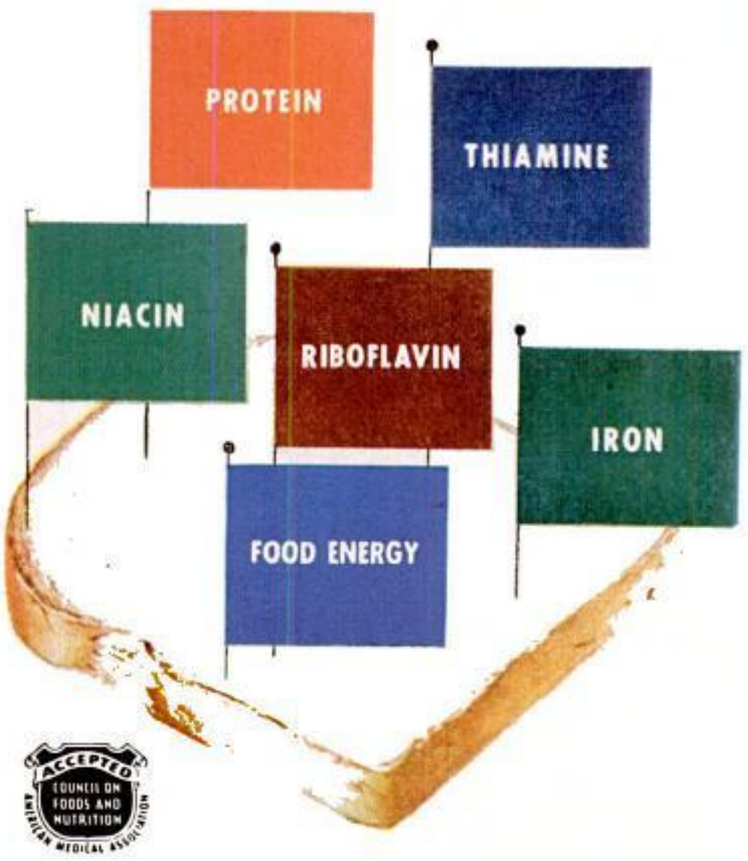
Look what *BREADS* can do for *LENTEN MEALS*



Breakfast should provide at least ¼ of the day's nourishment, yet it's too often the "forgotten meal". Pep up lazy appetites with delicious Hot Cross Buns . . . enriched *to give 6-way nourishment.*



Lunch is a good time to try this nourishing French Toastwich: *Spread peanut butter between slices of enriched bread. Dip in beaten egg and milk; brown both sides in butter or margarine. Serve hot, topped with a spoonful of cottage cheese and jelly.*



The nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



HOW TO MAKE THE *Bread Boat*

Remove crusts from large slices of fresh enriched *bread. Arrange overlapping slices around inside and bottom of greased loaf pan. Brush with melted table fat. Press a smaller loaf pan part way into larger pan to hold slices in place. Toast 15 min. in mod. oven (350° F.). Remove inner pan and continue to toast till golden brown (15 to 20 min.). Lift from pan and* ***serve hot. Fill with creamed seafood and vegetables to which you have added ½ c. toasted bread cubes made from trimmed off crusts.***

Dinner during Lent can be both inviting and ample. You can choose from dozens of hearty, tempting main dishes that make the most of the 6-way nourishment in enriched bread or flour . . . like this crisp, crunchy Bread Boat filled with creamed seafood and vegetables.

Has it occurred to you how *especially* important bread and all the satisfying foods made with white flour are during Lent? There's protein in modern enriched bread and flour . . . *good* protein that you and your family need every day. There's an excellent supply of three needed B vitamins . . . thiamine, riboflavin and niacin. There's iron, too, and food energy . . . all in their most *economical* form. Yes, enriched bread and flour give you *6-way nourishment* . . . every one of the highly important nutrients you see on those flags over there!

"IS BREAD FATTENING?" Not a bit more so than any other food of equal energy content. Nutritionists point out that the carbohydrates of bread are readily and easily converted into energy which is then used by the body as needed.

WHEAT FLOUR INSTITUTE

ENRICHED BREAD and FLOUR give you 6-way nourishment

Copyright 1949 by Wheat Flour Institute, 309 W. Jackson Blvd., Chicago 6, Illinois

Copyrighted material

"The New Thrill!"



*Hydra-Matic Drive standard equipment on series "98" and "88," optional at extra cost on "76." White sidewall tires optional at extra cost.

Get set for a new sensation! Get ready for Oldsmobile's "NEW THRILL" . . . when you slip behind the wheel of a new '49 Futuramic. For here is the car with the revolutionary "Rocket" Engine! Here is the car that brings tomorrow so much closer . . . the car whose high-compression smoothness and power make an ordinary road seem like a super-highway! With Hydra-Matic Drive* and Whirlaway, the "Rocket" Engine gives you the safety of split-second response to every command . . . a burst of almost unbelievable power without shifting gears or pushing a clutch. Words can't describe it! You've got to *drive* it to believe it. *It's Oldsmobile's "New Thrill!"*

"The New Thrill"

FUTURAMIC

OLDSMOBILE

Copyrighted material

REMINGTON USERS!

Get faster, closer electric shaves with new preparation!

● Now you can get quicker, longer-lasting shaves from your Remington Electric Shaver—with sensational new Lectric Shave. Just dash a few drops on your face *before* shaving.

"Gives me a cleaner, faster shave"

H. LINDQUIST
Kirksville, Mo.



Lectric Shave helps get rid of shaver-clogging perspiration, smooths down skin, helps save precious minutes.



"Get a closer shave —face feels cool"

CALVERT LITTLE
New Orleans, La.

Lectric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Lectric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-2, Glastonbury, Conn., U.S.A., for generous free bottle. *(Offer good in U.S.A. and Canada only.)*



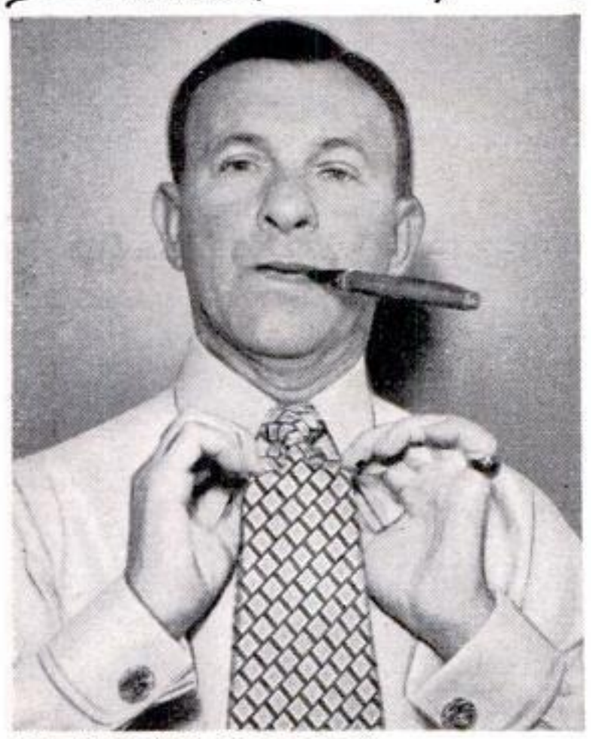
Lectric Shave

Makes electric shaving easier

A word to the wives

It's Traditional Foulards for GEORGIE ...so I get him the finest—SUPERBA'S.

Grace Allen



GEORGE BURNS ... *Starring with Gracie Allen on* MAXWELL HOUSE COFFEE TIME *(NBC—Thursdays—8:30 P.M., E.S.T.)*

A new Superba for the husband who wants luxury in ties...traditional English figure-foulards... superbly cut, superbly tailored. $1.50. Other Superba ties $1.00 to $5.00.

SUPERBA
CRAVATS
Rochester, N. Y.

LIFE

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy E. Larsen
EDITORIAL DIRECTOR . John Shaw Billings

BOARD OF EDITORS
Daniel Longwell CHAIRMAN
Joseph J. Thorndike, Jr. MANAGING EDITOR
Wilson Hicks . . . EXECUTIVE EDITOR
Edward K. Thompson ASSISTANT MANAGING EDITOR
Charles Tudor ART DIRECTOR

Joseph Kastner, Robert Coughlan, Philip H. Wootton, Jr., Oliver Jensen, Sidney L. James, Fillmore Calhoun, Maitland Edey.

SENIOR WRITERS
Noel F. Busch, John Chamberlain, Charles J. V. Murphy, Winthrop Sargeant.

ASSISTANT EDITORS
Herbert Brean, Gene Cook, Jay Gold, Ernest Havemann, John Jenkisson, Richard W. Johnston, Sally Kirkland, Percy Knauth, Kenneth MacLeish, John Peter, Tom Prideaux, Lilian Rixey, John Thorne, Margit Varga, Robert Wallace, Robert Wernick, A. B. C. Whipple.

REPORTERS
Oliver Allen, Earl Brown, Robert Campbell, John Dille, Gene Farmer, Jeanne Perkins, Irene Saint, Claude Stanush, Bishop White.

RESEARCH STAFF
Marian A. MacPhail CHIEF ASSISTANTS: Jo Sheehan, Helen Deuell, Valerie Vondermuhll.

RESEARCHERS: Ruth Adams, Bernice Adelson, Mary Augustine, Constance Babington-Smith, Barbara Ballou, Mary Elizabeth Barber, Rowland Barber, Margaret Bassett, Mary Blake, Tom Carmichael, Ruth Dennis, Beatrice Dobie, Kay Doering, Laura Ecker, Hilda Edson, Phyllis Feldkamp, Gertrudis Feliu, Jean Ferriss, Honor Fitzpatrick, Stanley Flink, Samuel Gallo, Nancy Genet, Patricia Gilbert, Ralph Graves, Dora Jane Hamblin, June Herman, Madeline Himes, Jacquelyn Hinds, Edward Kern, Mary Leatherbee, Jeanne LeMonnier, Joan Lewine, Geraldine Lux, Joann McQuiston, Dana Munro, Violet Price, Doris Pullen, Norman Ross, Mabel Schubert, Dorothy Seiberling, Kathleen Shortall, Patricia Smith, Lucille Stark, Iola Stetson, Margaret Swope, Rachel Tuckerman, Jane Wilson, Monica Wyatt, Warren Young.

PICTURE BUREAU
EXECUTIVES: G. W. Churchill, Robert Girvin, Ray Mackland, Dorothy Hoover, O. A. Graubner, Alma Eggleston.

PHOTOGRAPHERS: Jack Birns, Cornell Capa, Edward Clark, Ralph Crane, Loomis Dean, David Douglas Duncan, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, John Florea, Herbert Gehr, Fritz Goro, Allan Grant, Bernard Hoffman, Martha Holmes, Yale Joel, Mark Kauffman, Dmitri Kessel, Wallace Kirkland, Nina Leen, Anthony Linck, Thomas McAvoy, Francis Miller, Ralph Morse, John Phillips, Michael Rougier, Walter Sanders, Frank Scherschel, George Silk, George Skadding, W. Eugene Smith, Peter Stackpole, Charles Steinheimer, William J. Sumits.

PICTURE RESEARCHERS: Muriel Ballard, Jane Bartels, Mary Carr, Betty Doyle, Margaret Goldsmith, Natalie Kosek, Ruth Lester, Maude Milar, Helen Rounds, Margaret Sargent.

LAYOUT
Michael Phillips, Bernard Quint, William Gallagher, Hilde Adelsberger, Matt Greene, Earl Kersh, Anthony Sodaro, Frank Stockman, Dorothy Witkin, Alfred Zingaro.

NEWS SERVICES
DOMESTIC: Robert T. Elson (Chief), Coles Phinizy, Dorothy Sterling, Jean Snow. Bureau Heads—Washington: James Shepley; Chicago: Hugh Moffett; Los Angeles: Jack Beardwood. Correspondents—Washington: Lawrence Laybourne, Jane Shaner, James Truitt; Chicago: Frank Campion, John Bryson, Helen Douglas, Arnold Sagalyn, Arthur Shay; Los Angeles: Elmer Lower, Robert Drew, Robert Lewin, Carlton McKinney, Jeanne Stahl; Atlanta: William S. Howland; Boston: Jeff Wylie, Don Morris; Dallas: Holland McCombs, Milton Orshefsky; Denver: Barron Beshoar; Detroit: Fred Collins; San Francisco: Martin O'Neill, David Zeitlin, Margot Shore.

FOREIGN: Manfred Gottfried (Chief of Correspondents), Eleanor Welch. Bureaus—London: Eric Gibbs, George Caturani, Frances Levison, Patricia Beck, Monica Horne; Paris: Andre Laguerre, John Boyle, John Stanton, Mathilde Camacho, Lee Eitingon; Berlin: Emmet Hughes, Will Lang, David Richardson, Alice Crocker; Rome: George E. Jones, Barbara O'Connor; Athens: Robert Low; Near East: John Luter; New Delhi: Robert Lubar; Shanghai: Roy Rowan; Tokyo: Carl Mydans; Mexico City: Robert Spiers Benjamin; Rio de Janeiro: William W. White; Buenos Aires: Robert Neville.

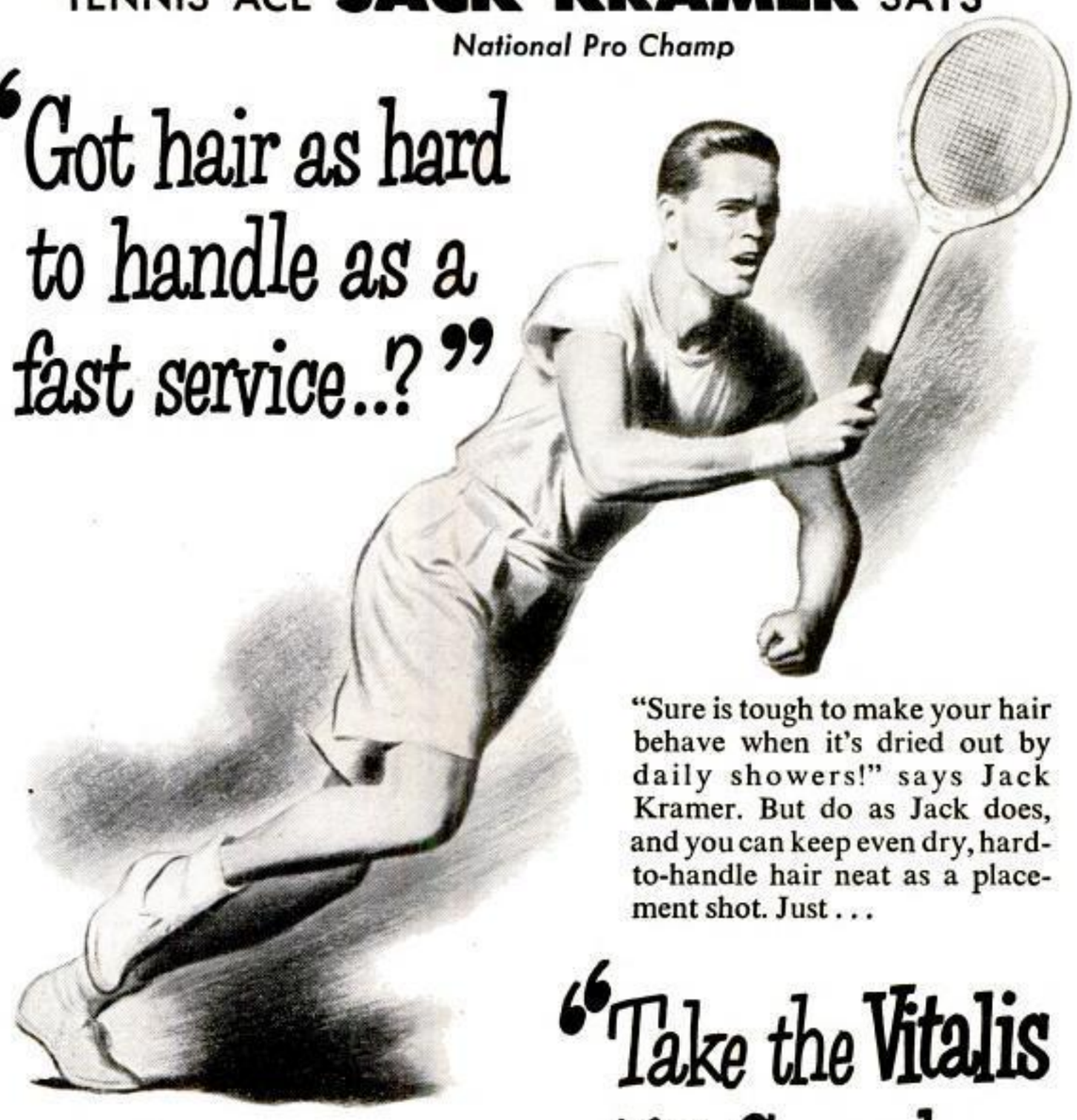
PUBLISHER
Andrew Heiskell

ADVERTISING MANAGER
Clay Buckhout

TENNIS ACE **JACK KRAMER** SAYS

National Pro Champ

"Got hair as hard to handle as a fast service..?"



"Sure is tough to make your hair behave when it's dried out by daily showers!" says Jack Kramer. But do as Jack does, and you can keep even dry, hard-to-handle hair neat as a placement shot. Just . . .

"Take the Vitalis '60-Second Workout'..."



50 seconds to massage. Vitalis' special formula not only prevents dryness, but stimulates, refreshes your scalp as no non-alcoholic dressing can! And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.

10 seconds to comb. Now your hair looks *naturally* well-groomed. No greasy "patent-leather" shine—Vitalis contains no mineral oil. Just *pure vegetable oil* to supplement natural scalp oils . . .



"...and keep your hair in top-flight form!"

Give your hair the 100%-groomed, 100%-male look that marks headliners in sports and business. Get Vitalis today. At drug counters and barber shops.



Vitalis for handsomer, healthier-looking hair

Product of Bristol-Myers

P. S. Your barber is an expert. He knows how to keep your hair handsome, healthy-looking. Ask him about Vitalis and the individual, sanitary Sealtube application.

Vitalis and Sealtube are Bristol-Myers trade marks

Copyrighted material

SPEAKING OF PICTURES...

...THIS ONE SHOWS PAGEANTRY OF A MASS NEGRO BAPTISM

IN BIG CANVAS TANK ELDER LIGHTFOOT MICHAUX (RIGHT, FACING CAMERA UNDER MICROPHONE) BAPTIZES HIS 100 NEW FOLLOWERS



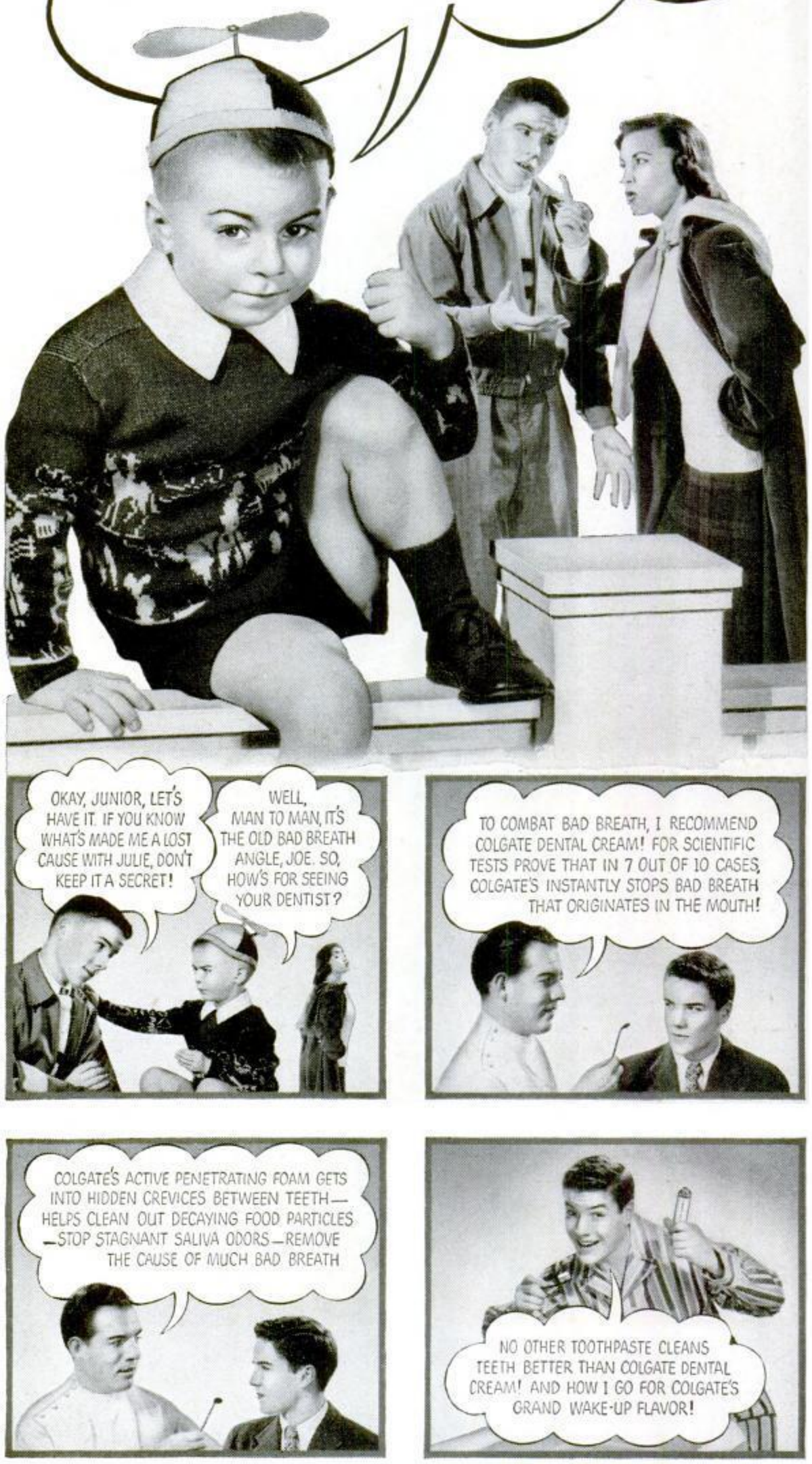
Copyright

Photographers have always been fond of the drama of religious ritual. Seldom has one found so much of it unfolding before his lens at once as did LIFE's Anthony Linck when he visited Griffith Stadium in Washington, D.C. and took this picture. A famous Negro evangelist named Elder Lightfoot Solomon Michaux (*below right*, under microphone) was holding a huge baptismal rally of his Gospel Spreading Association. When rain interrupted his sermon Michaux shouted: "God is baptizing us all—even the LIFE photographer!" The drenched crowd stayed on. By bus and special train 27,000 of Michaux's followers, some white, had gathered to see the spectacle. When the first of 100 converts had been submerged Linck noticed a young girl mount the stairs. As Michaux chanted the benediction, Linck snapped his shutter and made a memorable record of religious pageantry.

WHITE-CLAD CONVERTS ARE GUIDED TO MICHAUX BY BLACK-ROBED ASSISTANTS. MICROPHONES HELP AUDIENCE TO HEAR PRAYERS

Copyrighted material

He Needs a Man-to-Man Talk!



SPEAKING OF PICTURES

CONTINUED



CRUCIFIXION SCENE during Michaux's stadium program uses a white man as Christ to dramatize Michaux's invitation to the whites to join his sect.

Copyrighted material

Look Smarter Feel Better*





*Why more men choose Jarman shoes every season



LEFT: Style 4167.
Ultra smart Jarman "Moc-San" blucher, hand-woven vamp plug.

CENTER: Style 4193.
Handsome hand-woven blucher with new adjustable V-strap.

RIGHT: Style 4517.
Two-tone hand-woven "Moc-San," with rawhide lace, soft crepe rubber soles.

Added smartness and extra flexibility

Authentic Jarman Styles

Hand Woven

Designed especially for spring and summer wear, these styles are woven by hand to give distinctive appearance and wonderful soft, flexible comfort.

$9.95 to $13.95

Some Styles Higher

This season, take a note of Jarman's distinctive, top-quality styling and *extra* comfort, exclusive features that make you *look smarter* and *feel better.* You, too, will discover why style-wise men throughout America insist on Jarman shoes year-in and year-out. For your choice this spring there's a wide assortment of handsome Jarman patterns in rich, masculine colors — a style for every occasion. And in each skillfully-fashioned pair you get fine, mellow leathers that assure smooth finish and longer service — plus Jarman's famous *friendliness of fit,* the gentle, foot-snugging comfort that's yours the instant your foot slips into a Jarman shoe. Your Jarman dealer has the newest spring styles. Try a pair, today.

JARMAN SHOE COMPANY, DIV. OF GENERAL SHOE CORP., NASHVILLE, TENNESSEE

Copyrighted material

"Why should only husbands have a night out?"

SAID ELSIE, THE BORDEN COW



"LOOK, WOMAN!" bellowed Elmer, the bull. "If a guy doesn't get out with the boys once a week, he goes *crazy!*"

"Sh-h-hh!" quieted Elsie, the Borden Cow. "I agree with you! I'm only trying to say that it would be good for wives to get together one evening a week for a little social chit-chat."



"Haw! Haw!" guffawed Elmer. "You don't need to go *out* for chit-chat. I'll just mention the word *Borden's,* and you can be talk-happy right here at home all evening."

"It's not much fun talking to yourself about something as wonderful as *Borden's Chateau,"** said Elsie. "But it's ever so interesting to



have a roomful of wives all telling of the delicious, inexpensive main dishes they can make with Chateau. And Chateau's mellow-mild Cheddar flavor makes cheese soufflés and omelets and cheese rabbits really glorious eating!"



"Save your Chateau talk for a tea party!" snapped Elmer.

"A good idea," agreed Elsie. "Then, when I tell the girls that Chateau makes the world's tastiest cheese sandwiches, I can pass the plate and *prove* it. I can *show* them how smoothly Chateau slices, spreads and melts."

"Let me out of here!" roared Elmer. "The fellows are waiting for me."

"They won't have to wait long," said Elsie. "Just until you consent to the wife in this house having an evening off, too."



"What in thunderation does a wife need with an *evening* off?" asked Elmer. "Wives have all day, every day, to gab and gad."

"Indeed?" smiled Elsie. "I'm sure that'll be *news* to the wives who get three meals a day, every day in the year."

"You can't spend all day cooking!" poo-pooed Elmer.

"No," said Elsie. "But don't forget that marketing is a real job these days. You have to figure on getting the *most* nourishment for *every* food dollar."

"Please, Elsie!" begged Elmer. "I'll be late!"

"It's never too late," blithely chirped Elsie, "to learn



that *penny for penny, your best food buy is milk!* That's why so many wives are serving more puddings and soups made with *Borden's Milk.*"

"WHY, oh why, did I mention Borden's?" groaned Elmer.



"Just to give me a chance to say how wonderful Borden's Milk is," answered Elsie. "It supplies proteins, food energy, vitamins and minerals—"

"HELP!" exploded Elmer. "If I agree that a wife should have an evening off, too, will you promise not to say one more word about Borden's?"

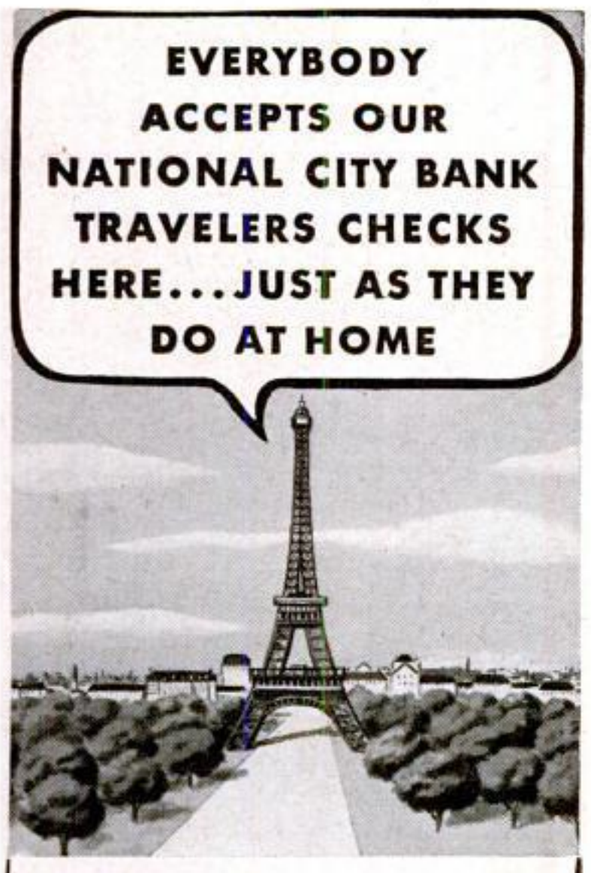
"Now, darling!" giggled Elsie. "You wouldn't want *me* to be silent when *every*body, *every*where is saying *—if it's Borden's, it's GOT to be good!*"



*T. M. Reg. U. S. Pat. Off.

© The Borden Company

Copyrighted material



And everywhere you travel, they are safer to carry. If lost or stolen, you get a refund. Buy them at your bank!

NCB
TRAVELERS CHECKS



BACKED BY THE NATIONAL CITY BANK OF NEW YORK
First in World Wide Banking
Member Federal Deposit Insurance Corporation

$500 IN CASH PRIZES

Downyflake
CASH CONTEST

Easy to enter...just send us your recipe for serving DOWNYFLAKE Donuts. Cash prizes will be given for the "most novel and nutritious ways" to serve donuts.

Win a cash prize! $100 first prize...2 second prizes of $50 each...then 20 other cash prizes. Simple rules below. Everyone likes DOWNYFLAKE Donuts, so light and tender. Delicious eating—morning, noon and night. Wonderful with ice cream, fruit, toasted, or spread with jelly! Look for the DOWNYFLAKE sign.



Downyflake
the light, tender **DONUTS**

SIMPLE RULES

1. Send your recipe for serving DOWNYFLAKE Donuts. Write on one side of paper, sign your name and address. Enclose one DOWNYFLAKE name cut from bag or end flap of package (or get official entry sheet from dealer). If you cannot buy DOWNYFLAKE Donuts, mail us a post card and official entry blank will be sent you.
2. Mail entries to DOWNYFLAKE Donuts, Dept. 1-5, 393 Seventh Ave., New York, N. Y. Enclose one DOWNYFLAKE name (facsimile, or entry blank) with each entry.
3. All entries must be postmarked no later than May 2, 1949. Winners will be notified by mail, approximately four weeks after contest closes. List of winners sent contestants enclosing self-addressed stamped envelope.
4. Any resident of the continental United States may compete except employees of Doughnut Corporation, their advertising agency and their families. Contest subject to government and state regulations.
5. First prize $100 in cash; two prizes of $50 each; ten prizes of $20 each; ten of $10 each.
6. Judges' decisions final. Duplicate prizes for ties. No entries returned. Entries, contents and ideas therein, become the property of the Doughnut Corporation.

DOUGHNUT CORP. OF AMERICA, 393 7th Ave., N.Y.C.

LETTERS TO THE EDITORS

In its March 14 issue LIFE published "A Southern Solution" to the Negro problem, by ex-Governor of Louisiana Sam Jones. He proposed voluntary relocation of Negroes throughout the U.S. on the basis of 10% of the available jobs. Having invited comment, LIFE presents a cross section of the letters received.

Sirs:

I believe ex-Governor Sam Jones's plan deserves much praise as a constructive Southern step modifying the ideals of both sides. This modification must come about before the civil rights issue can be solved.

HARVEY GOLDEN

Columbia, S.C.

Sirs:

Your editorial "Joe Louis," your answer to ex-Governor Jones's "solution" and your article on Ralph Bunche should be placed in every Negro elementary school in the South. They demonstrate your clarity of opinion.

J. M. ROBINSON, M.D.
President
Arkansas Negro Democratic Assn.

Little Rock, Ark.

SIRS:

I GREATLY APPRECIATE YOUR EDITORIAL.

JOE LOUIS

MIAMI, FLA.

Sirs:

There is, especially among white churchwomen of the South, a growing appreciation of the need for a democratic and Christian treatment of all citizens. That leaves the politicians a minority in those states. Why not move *them* out? Let the Dixiecrats be dispersed throughout the rest of the U.S.

IVA CONNER

Fort Worth, Texas

Sirs:

I believe the problem is rooted deeper in color than in economics. I therefore propose that any Negro woman who desires light-colored offspring be permitted to avail herself of the same by artificial insemination from white sperm banks. . . .

H. T. RIGHTS

Metuchen, N.J.

Sirs:

Perhaps Mr. Jones was really writing an apology for the manner in which the South has treated its colored population since the Civil War. . . .

ARTHUR R. ORGEL

Elizabeth, N.J.

Sirs:

I would like to offer a Northern solution in the same spirit. Let the Southern states that cannot bear their burdens step down to Territorial status until the causes of their deplorable condition can be found and extirpated. If those states are truly mere children in the national family let them take a child's proper place. . . .

DAVID J. DORAN

Springfield, Ore.

Sirs:

I lost every single prejudice I possessed three years after traveling away from home—the same town in which Mr. Jones lives. What the South needs is not another race migration, but bet-

CONTINUED ON NEXT PAGE



Corsets and comfolettes, for every figure type—available at leading stores. Write for FREE *Pamphlet and name of nearest store. Dept. "L1", I. Newman and Sons, Inc., 200 Madison Ave., New York 16.*

You do it yourself—in no time at all—by simply lacing up the front laces on P. N. Practical Front. Pull in—or let out—as much as you like whenever you like! Treat yourself to perfect fit and constant comfort with this *light-weight,* inner vest girdle!

P. N. PRACTICAL FRONT CORSET *By the makers of Panix Pantie Girdle*

In Canada: a Dominion Corset Creation

Copyrighted material



Even a make-believe engineer needs Real Meat!

Your doctor knows meat has the complete high quality proteins even tiny babies need every day.

So, because our only business is providing the right foods for babies, we've rounded out the famous Gerber's line with meats!

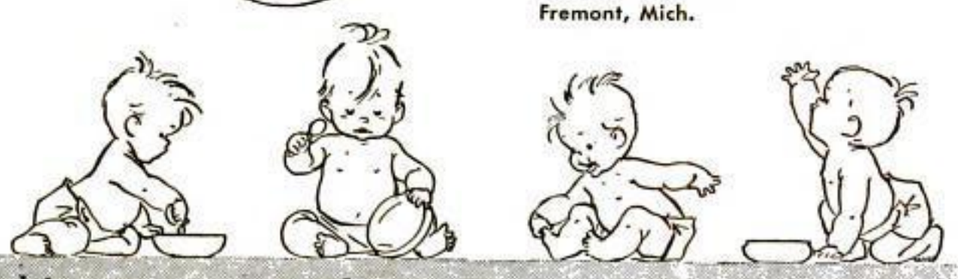
ARMOUR Special cuts of Armour beef, veal and liver are carefully prepared to retain true-meat color and flavor!

Easy on tiny digestive organs. Like all Gerber's—from baby's very first Cereal through Fruits, Vegetables and Desserts—the new Meats have Perfected-Texture! No wonder babies signal for "seconds".

Easy for busy mommies. Just heat and serve. No tiresome, wasteful scraping. Yet Gerber's Strained and Junior Meats are one modest price. Far easier on your budget than home-cooked meats!

Accepted by the Council on Foods and Nutrition of the American Medical Assoc.

Gerber's
BABY FOODS
Fremont, Mich.



Babies are our business . . . our only business!

LETTERS TO THE EDITORS

CONTINUED

ter education of the white population to the ability of the Negro—to his contributions in all fields of industry, learning and science. I have many colored friends from the South with whom I have talked this out. And they have agreed with me on two points. One is that no Northerner, unless he has lived in the South a great many years, should try to rush to the aid of the Negro. And no Southerner, unless he has made the acquaintance of educated colored people in an atmosphere of racial equality, should try to make statements about colored people. . . .

It will take the help of public-spirited magazines like LIFE to show the rest of the South it is living in the past.

DORRIS L. QUINN

Boston, Mass.

Sirs:

A final important reason for passing a civil rights bill would be to help stop the rise of Communism among the Negroes. . . .

R. SHIMKEVICH

Notre Dame, Ind.

Sirs:

As a Negro, I'm tired of being called one tenth of a nation, one tenth of this or that. I am an American!

VINCENT BROWNE

Washington, D.C.

Sirs:

"A Southern Solution" is the most masterful piece of satire since Jonathan Swift's *A Modest Proposal* suggested Irish infants be eaten as food for the public good, to advance trade, to relieve the poor and to give some pleasure to the rich.

A. A. NORTON

Fair Lawn, N.J.

Sirs:

Your editorial titled "The Negro Problem," commenting on my article titled "A Southern Solution" attacks a proposal not made by me and therefore misses the point.

Your editorial is written on the premise that my proposal fixes a ceiling on job opportunities for Negroes. Regardless of the wording of the article the intent was, and I believe what the article actually advocates is, to fix a *floor* and not a *ceiling* on job opportunities for Negroes.

Some Southern employers are using from 75% to 90% Negroes now and will continue to do so. We in the South who have studied this problem would be glad to see Northern employers go far beyond the 10% suggested in my article. Certainly I would never advocate a law which would put any ceiling on the percentage of jobs required to be allocated to Negroes or any minority or majority group. The clear purpose of the article is to provide *at least* 10%, and that is an objective which is far from accomplished outside the South.

SAM H. JONES

Lake Charles, La.

● LIFE appreciates ex-Governor Jones's reasoning but must point out that any compulsory slicing up of job opportunities involves limits somewhere. Whatever percentage is selected, one man's floor is another man's ceiling. LIFE of course rejects both floors and ceilings as alien to the idea of the American system, believes that each man should be judged solely on his personal merits.—ED.

CONTINUED ON PAGE 32

Dress Up Your Watch with a FLEX-LET

E-x-p-a-n-s-i-o-n B-a-n-d

- Fine Gold Filled Quality
- Almost Unbreakable
- Corrosion Resistant
- Guaranteed One Year



The Squire
Rippling end links; expansion center. $12.50 tax incl.

Flex-Weave
Smart basket-weave; expansion center. $12.50 tax incl.

De Luxe
Smooth, sleek; all expansion. $11.50 tax incl.

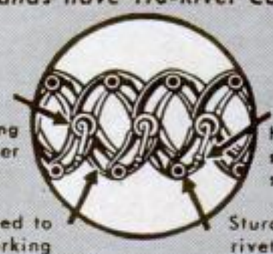
Slenderette
So slim . . . so trim. All expansion. $9.00 tax incl.

De Luxe
Beautifully simple; all expansion. $8.50 tax incl.

On and off in a jiffy! Fits all wrists!

If your jeweler cannot supply you, write us for one who can.

*Flex-Let Bands have Tru-Rivet Construction**



Sturdy, floating rivet at center of each link.

High pressure stainless steel springs.

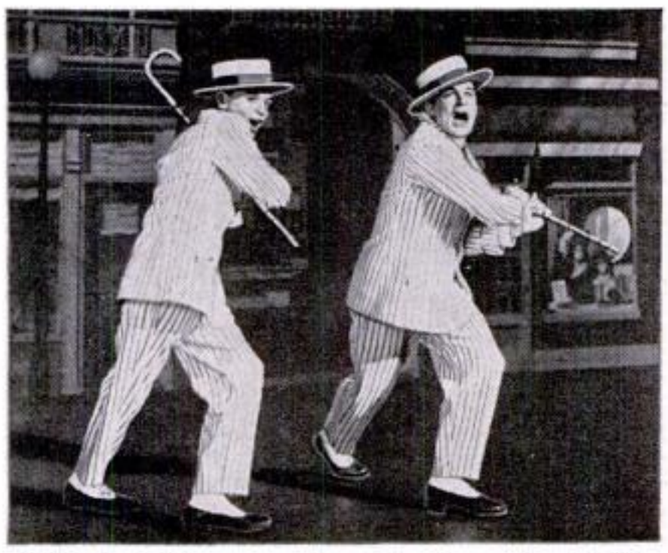
Links shaped to protect working parts.

Sturdy, floating rivets at ends of each link.

*Pat. No. 2,444,684

FLEX-LET CORPORATION
East Providence, R. I.
Canada: Arennes Inc., Montreal

Copyrighted material



TAKE ME to see that "Anchors Aweigh" team, Frankie and Gene...singing, dancing, clowning again!



TAKE ME to see that love-scrap between audacious Gene Kelly and his beautiful boss Esther Williams!



TAKE ME to see Sinatra and Kelly as "Wolves" who woo lovely Esther Williams!



M-G-M's Gay, New Springtime Musical

in color by TECHNICOLOR

FRANK SINATRA ♪ ESTHER WILLIAMS ♪ GENE KELLY

Take Me Out To The Ball Game

with

BETTY GARRETT • EDWARD ARNOLD • JULES MUNSHIN

Directed by BUSBY BERKELEY • Produced by ARTHUR FREED

SCREEN PLAY BY HARRY TUGEND and GEORGE WELLS • STORY BY GENE KELLY and STANLEY DONEN

A METRO-GOLDWYN-MAYER PICTURE



TAKE ME to see all the gay, glamorous stars get together at the spectacular Technicolor party!



TAKE ME to see the hilarious romantic antics of girl-shy Frankie in the clutches of Betty Garrett!



TAKE ME to see the boys when they swing into action...it's a double-header of love and laughter!

9 SONGS!

All of 'em hits! Including:
"The Right Girl For Me",
"Yes, Indeedy",
"It's Fate, Baby, It's Fate",
"Strictly U. S. A.",
"Take Me Out To The Ball Game"

Hit tunes available on M-G-M Records

Copyrighted material

SALON-SAFE FOR "HARD-TO-WAVE" HAIR

SALON-SMART FOR EVERY HEAD

"Problem" hair requires the kindest, safest, gentlest type of home permanent. And the Richard Hudnut Home Permanent is as *safe* for all textures and conditions of hair as science can possibly make it!

To make sure you get soft, natural-looking waves...real "salon-type" results, the new improved Richard Hudnut Home Permanent uses the same sort of preparations...even the same improved cold wave process found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, *cream* waving lotion. No worry about being able to do a good job. *If you can roll your hair on curlers, you'll manage beautifully!*

There isn't a lovelier, more luxurious, softer home wave for any head! Price, $2.75; refill without rods, $1.50. (Prices plus Tax.)

Guaranteed by Good Housekeeping



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, *natural*-looking.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross-section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved!

Richard Hudnut

Home Permanent



LETTERS TO THE EDITORS

CONTINUED

THE BUNCHES AND THE BERNADOTTES

Sirs:

I wish to correct an error in the article, "A U.S. Negro Makes Peace in Holy Land" (LIFE, March 14). You say in the article that Countess Bernadotte "spent the Christmas holidays with the Bunche family." Countess Bernadotte did not spend the Christmas holidays with us but was staying in her own home on Park Avenue. However we did have the pleasure of seeing her during her stay in New York.

MRS. RALPH J. BUNCHE
Jamaica, N.Y.

A WORD FROM TEXAS

Sirs:

. . . Texas A. & M. (LIFE, March 14)—where nearly 10,000 sinewy specimens of young Texas manhood are as one, where school spirit is without precedent and loyalty unwavering, where the men are separated from the boys and the boys are sent home, where you'll find the largest fraternity in the world: every student a member.

Gem of Texas, fortress of the U.S., champion of America, cornerstone of the world: Texas A. & M. In comparison other schools can offer only the barest epitome of an education.

ZACK F. BETTIS
Olney, Texas

BABIES

Sirs:

We fully enjoyed the pictures of little Mary Hackett Swope (LIFE, March 14). Enclosed find snapshot of our very unhappy son Wayne Jr., taken at the age of 10 minutes by his

CONTINUED ON PAGE 35

Please send



to_____
NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $6.00
(1 year at the single copy price would cost you $10.40)

I enclose $_____.

Please Bill Me ☐

Give to your newsdealer

or mail to LIFE

540 N. Michigan Ave., Chicago 11, Ill.

L-4-4



DISCOVER QUINSANA'S AMAZING RESULTS ON CRACKS, PEELING BETWEEN TOES!

■ Tests prove that 9 out of 10 get relief from itching, burning Athlete's Foot with Quinsana treatment. *It's the world's largest selling Athlete's Foot Powder!*

■ Quinsana's *antiseptic* action helps prevent the growth of the fungi that cause Athlete's Foot. It works fast to relieve the misery of itching, cracking, peeling between toes. And daily Quinsana use helps prevent the recurrence of Athlete's Foot!

Relieve Burning Tired Feet!...Soothing, cooling Quinsana helps keep feet dry, comfortable. It acts to absorb excessive perspiration . . . helps combat foot odor.

Shake Quinsana on your feet. Shake it in shoes to help absorb sweat. Use Quinsana every day!

MENNEN QUINSANA
ATHLETE'S FOOT POWDER

Fast HELP for HEADACHE

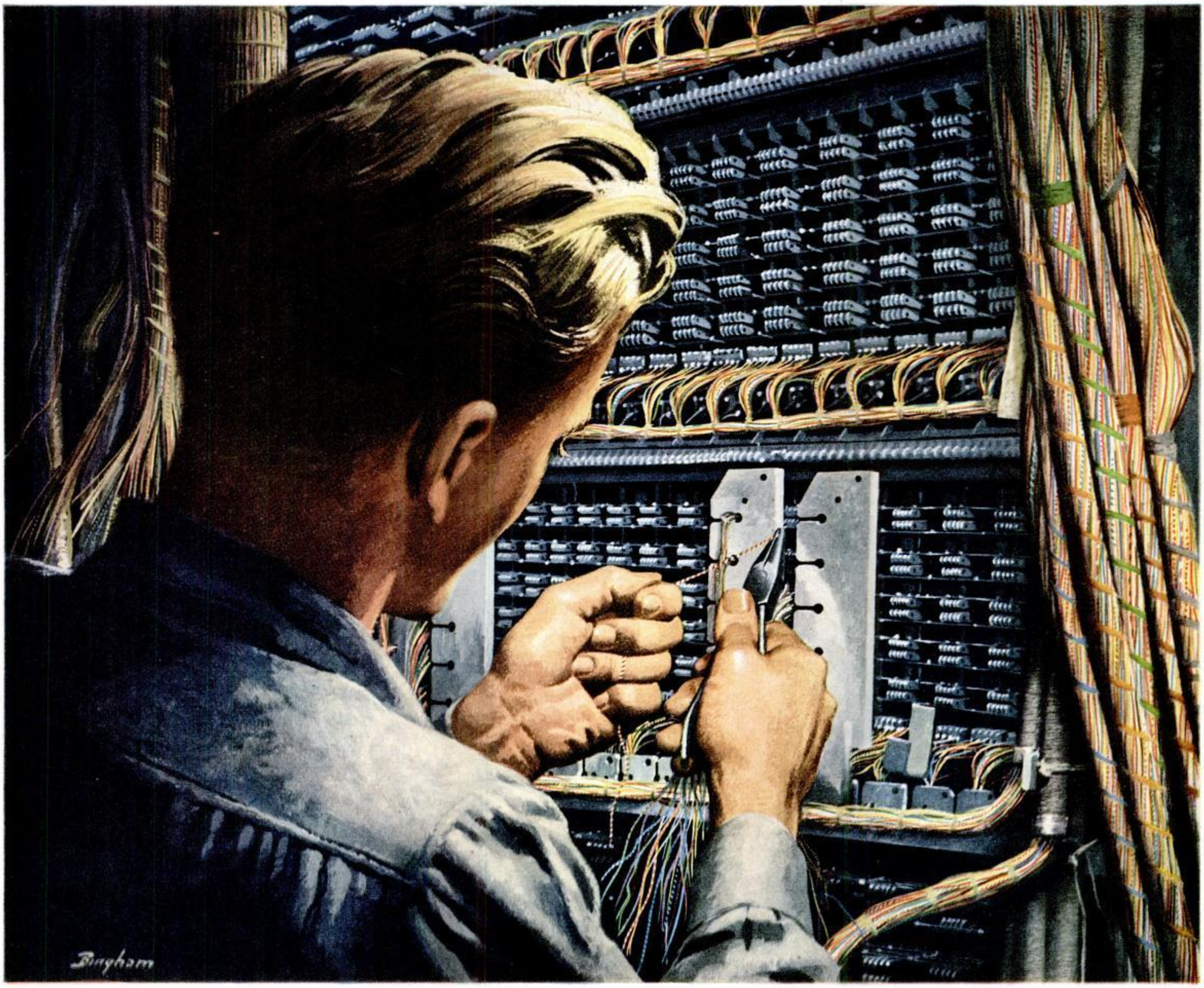


For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. **Relieves Pain of Headache.**
2. **Relieves Discomfort of Upset Stomach.**
3. **Quiets Jumpy Nerves.**

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.

Copyrighted material



Young man with good connections

IN a Bell telephone central office, this Western Electric installer is connecting thousands of wires to new equipment to provide more and better service.

He's one of 18,000 trained Western Electric installers who do this job for Bell Telephone companies. Crews are working in some 1,600 central offices to connect new equipment which, like your telephone, is made by Western Electric.

● **Western Electric is part of the Bell System—has been since 1882. This assures closest cooperation between people who *design* telephone equipment, people who *make* it and people who *operate* it. Their teamwork has given this country the best telephone service on earth.**

MANUFACTURER
of telephone apparatus for the Bell System.



PURCHASER
of supplies for Bell Telephone companies.



DISTRIBUTOR
of Bell telephone apparatus and supplies.



INSTALLER
of Bell System central office equipment.



Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882

Copyrighted material



Bring it back . . . ALIVE

When you Lanolize your shoes with Esquire Boot Polish you get a shine *so* bright, *so* glistening you can see your face in it. And the mere whisk of a cloth or brush brings it back *alive* . . . again and again. Use an ordinary polish and you get an ordinary shine. Lanolize your shoes with Esquire, the *stain* Polish, and you get a brighter, longer-lasting shine . . . a Looking Glass Shine. No wonder more men, women and children use Esquire than any other *quality* shoe polish.

CONTAINS LANOLIN
Nature's Own Leather Preservative

BUY ESQUIRE POLISH TODAY AT YOUR FAVORITE SHOE STORE, SHOE REPAIR SHOP, DEPT. STORE

PRODUCT OF KNOMARK MFG. CO., INC., BROOKLYN 11, N. Y.

Don't just shine your shoes LANOLIZE* them with ESQUIRE BOOT POLISH

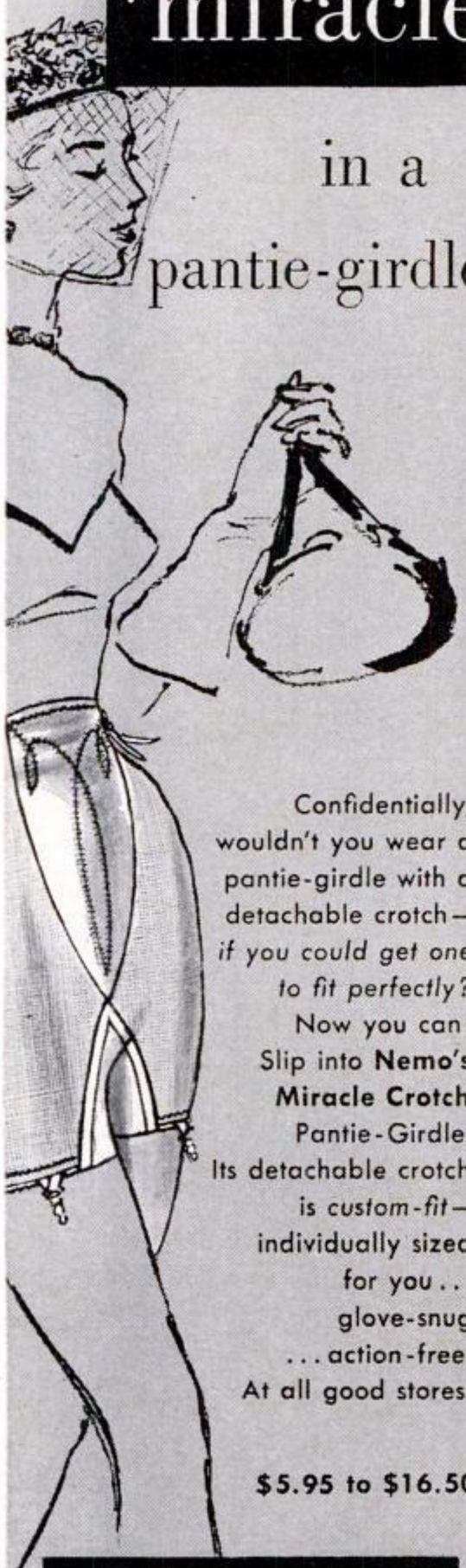
*REG. U.S. PAT. OFF.

THERE'S AN ESQUIRE POLISH FOR EVERY SHOE IN THE FAMILY

Copyrighted material

A pantie-girdle with
the detachable
Miracle Crotch
that custom-fits where others may
bind or bulge. For
fastidious you, **Nemo** creates a

*miracle
in a
pantie-girdle



Confidentially,
wouldn't you wear a
pantie-girdle with a
detachable crotch—
*if you could get one
to fit perfectly?*
Now you can!
Slip into **Nemo's**
Miracle Crotch
Pantie-Girdle.
Its detachable crotch
is *custom-fit*—
individually sized
for you...
glove-snug
...action-free.
At all good stores.

$5.95 to $16.50

Nemo
*MIRACLE CROTCH

the **only** pantie-girdle with the
custom-fit detachable crotch



p.s. Wear it as a girdle too.
Remove crotch, close hooks and eyes,
and presto—you have a glamorous girdle.

© 1949 KOPS BROS. INC. 385 5th Ave., N.Y.C. 16
*Miracle Reg. trade mark Patent No. 2458712

LETTERS TO THE EDITORS

CONTINUED

father. He arrived Oct. 31, 1948 and weighed 6 lb. 7 oz. Holding the baby is the man who delivered him, Dr. C. H. Wilbur.

MRS. WAYNE HOLLEMAN
Polo, Mo.



WAYNE AND DOCTOR

Sirs:

I certainly hope that you will get over this epidemic of baby pictures very soon.

WILFRED E. GALLINEK
New York, N.Y.

RHONDA FLEMING

Sirs:

We are unable to vouch for King Arthur's Court, but the knights of Northwestern University Law School's court hereby offer 40¢ for a copy of your Rhonda Fleming picture (LIFE, March 14) without the fan.

BILL WELCH
JIM VON DER HEYDT
Chicago, Ill.



RHONDA FLEMING

Sirs:

What an exquisite fan!

CRISPIN DANE
Madison, N.J.

JOAN OF ARC

Sirs:

Having observed your description of *Joan of Arc* (LIFE, March 14) as "little more than a series of pageants," I am anxiously awaiting the forthcoming issues of your magazine in which you will print the following wonderfully adequate descriptions:

1. The *Mona Lisa* is little more than an arrangement of colors on canvas.
2. The Beethoven *Ninth Symphony* is little more than a series of tones.
3. The Mount Palomar telescope is little more than a few pieces of glass and metal.
4. LIFE is little more than a wad of paper with ink marks on it.

R. C. ANDERSON
Hollywood, Calif.



Cheery Cherry on your budget

CHEERFUL CONTEMPORARY good living is reflected in this beautiful furniture. It is really two rooms in one—sophisticated and yet informal—and made to order for today's living.

It has the warmth and charm redolent of the Great Houses of the Old Dominion. Like the finest Americana in museums and historic homes, it is worked in the cabinet maker's dream wood, SOLID WILD CHERRY—which never ages, but mellows and becomes more lovely as the years go by.

The classic simplicity of design blends with every style and decor, and "mixes" with every wood.

Yet for all its grand look and the honest hand workmanship that makes it truly heirloom quality, the price is more than surprisingly low. All the pieces shown above—18 of them—cost only about $1500*, and individual pieces are proportionately low priced. *Approximate

America's largest maker of solid maple and cherry furniture for living room, dining room and bedroom.

WILLETT Wildwood CHERRY

CONSIDER H. WILLETT, INC., LOUISVILLE 11, KENTUCKY

Copyrighted material



His folks wouldn't believe him...



EVEN the police wouldn't believe him...

BUT YOU'LL HAVE TO BELIEVE WHAT HE SAW...THROUGH...

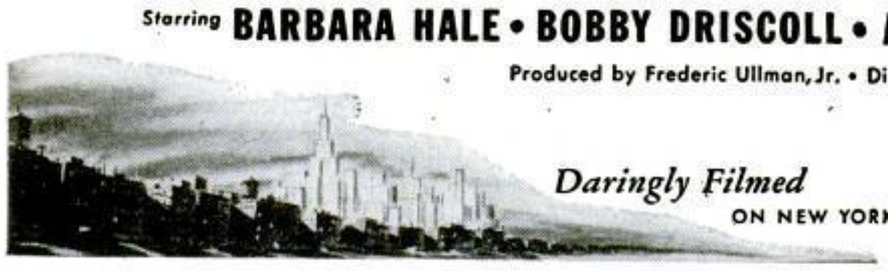
RKO PRESENTS

THE WINDOW

DORE SCHARY In Charge of Production

Starring **BARBARA HALE • BOBBY DRISCOLL • ARTHUR KENNEDY • PAUL STEWART • RUTH ROMAN**

Produced by Frederic Ullman, Jr. • Directed by Ted Tetzlaff • Screenplay by Mel Dinelli



Daringly Filmed
ON NEW YORK'S TEEMING EAST SIDE!

RKO RADIO PICTURES



Copyrighted material

LIFE

REG. U.S. PAT. OFF.

Vol. 26, No. 14 — April 4, 1949

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1949 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS
- RED VISITORS CAUSE RUMPUS 39
- EDITORIALS: PACIFIC RETREAT
- NICKEL BEER 44
- HIPPOPOTAMUS JOYFULLY GREETS PROSPECTIVE MATE 45
- THE GREAT FINNISH WOLF HUNT 46
- "MR. KELLY" WINS AN ELECTION 48
- BENNY TRIES TV 50
- FUTURE KING OF SWEDEN PLAYS IN THE SNOW 95

CLOSE-UPS
- WISHBONE HARRIS AND THE TONI WAVE, by PERCY KNAUTH 72
- PAUL HOFFMAN, by NOEL F. BUSCH 124

PHOTOGRAPHIC ESSAY
- SPAIN 111
 PHOTOGRAPHS FOR LIFE by DMITRI KESSEL

SPORTS
- VINCE FOSTER SEQUEL 58

EDUCATION
- AFTER TEN YEARS 63

ART
- ITHACA PAINTS 68

ENTERTAINMENT
- CIRCUS GETS READY 87

DANCE
- HYDERABAD DANCERS 93

MODERN LIVING
- BLUE RIBBON COOK 98
- THE LAKELINER 104

THEATER
- SPRING FARCES 141

MUSIC
- THE SINGING COMBO COMES BACK 155

OTHER DEPARTMENTS
- LIFE'S REPORTS: "DOKUMENTY TOVARISH!" by VLADIMIR PETROV .. 9
- SPEAKING OF PICTURES: A MASS NEGRO BAPTISM 24
- LETTERS TO THE EDITORS 29
- PEOPLE 55
- LIFE GOES TO THE ST. GEORGE'S SOCIETY BALL 148

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



© 1946 KARSH, OTTAWA

LIFE'S COVER

The face on LIFE's cover this week—that of Paul G. Hoffman, who is the head of ECA (*p. 124*)—was once remarked on by a salesman as being "worth a million dollars." The million-dollar face was photographed by Yousuf Karsh, whose list of other LIFE covers includes George Bernard Shaw, Harry S. Truman (after he became President in April 1945), Fred M. Vinson and Cordell Hull. To Photographer Karsh, as to others who have taken his picture, Mr. Hoffman had one cardinal virtue: a complete lack of self-consciousness before the camera.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (*left to right, top to bottom*) and line by line (*lines separated by dashes*) unless otherwise specified.

COVER—© 1946 KARSH, OTTAWA
9—KHALIP FROM SOVFOTO
20—CLAUDE W. HUSTON FROM PIX
24, 25, 26—ANTHONY LINCK
35—BOT. BOB LANDRY
39—GEORGE SILK
40, 41—LEONARD McCOMBE, GJON MILI—LEONARD McCOMBE, GJON MILI, LEONARD McCOMBE (4)
42—A.P., W.W., JOE COVELLO FROM B.S., ALBERT FENN, PEGGY PLUMMER FROM B.S.—ACME, OTTO HAGEL, W.W., A.P., LEO ROSENTHAL FROM PIX—GRIFFITH J. DAVIS OF ATLANTA, GA., EUROPEAN, ACME (3)—A.P., HARRIS & EWING, PHILLIP STERN, RT. A.P.—GEORGE SKADDING, MARTHA HOLMES, W. EUGENE SMITH, A.P., ACME
43—ACME (2), FRANCIS REISS, ACME—SHARLAND FROM B.S., ACME, ALBERT FENN FROM PIX, ACME, A.P.—EUROPEAN, CEN. W.W., MARSTON A. PIERCE—W.W., ACME (2), RT. EILEEN DARBY FROM G.H.—W.W., CEN. EILEEN DARBY FROM G.H., PLATNICK FROM P.M., ACME
45—A.P.
46, 47—MARK KAUFFMAN
48, 49—N. R. FARBMAN
50—BOB LANDRY
55—INT.—N.Y. DAILY NEWS PHOTO BY CANDIDO
56—WASHINGTON TIMES HERALD PHOTO FROM INT.—A.P.
58—MICHAEL ROUGIER
63—CORNELL CAPA
64—LT. COL. COURTESY C.C.N.Y. MICROCOSM, RT. COL. CORNELL CAPA
66—LT. COL. COURTESY C.C.N.Y. MICROCOSM, RT. COL. CORNELL CAPA
68, 69, 70—ARNOLD NEWMAN
72—BOT. MYRON H. DAVIS
73—MYRON H. DAVIS
74—LLOYD JONES FROM GLOBE PHOTO
78—MYRON H. DAVIS
83—CHARLES RHODES FOR FAWCETT PUBLICATIONS
84—INT.
87 THROUGH 90—NINA LEEN
93—JACK BIRNS
95, 96, 97—MARK KAUFFMAN
98—FONS IANNELLI FROM SCOPE
99—LESLIE GILL
100, 101—LESLIE GILL—FONS IANNELLI FROM SCOPE
102—LESLIE GILL—FONS IANNELLI FROM SCOPE
103—FONS IANNELLI FROM SCOPE
104, 105, 106—FRANCIS MILLER
111 THROUGH 123—DMITRI KESSEL
124—LARRY BURROWS, ACME, U.S. ARMY PHOTOGRAPH—CORNELL CAPA, ROBERT W. KELLEY, ACME—THOMAS D. McAVOY EXC. LT. A. RALPH J. HENNING—A.P., THOMAS D. McAVOY
125—J. M. CLEARY
126—COURTESY STUDEBAKER CORP.—THOMAS D. McAVOY
130—COURTESY STUDEBAKER CORP.
135—THOMAS D. McAVOY
138—STEPHEN KUN
141 THROUGH 147—RALPH MORSE
148—YALE JOEL
149—HERBERT GEHR
151—YALE JOEL—HERBERT GEHR
152—YALE JOEL
155 THROUGH 160—ALLAN GRANT

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; COL., COLUMN; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL; W.W., WIDE WORLD; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



Copyrighted material

Who helped the Meads to move in?

Who put up the money for the new little house on Orchard Street?

Ed Mead has a good job but he hasn't been out of the army long enough to save up that kind of cash. It had begun to look as though the Meads might have to stay "doubled up" with the folks even after the new baby came . . .

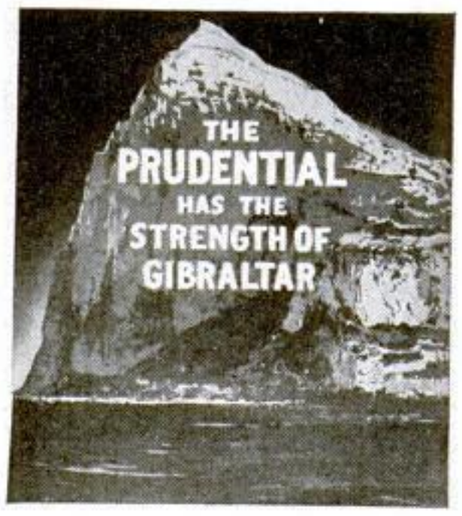
Did a rich aunt die? No . . . It was The Prudential that helped them.

One of the chief ways The Prudential puts policyholders' money to work all over this country and Canada, is in helping people buy and build homes. The Prudential has over two hundred thousand such investments at the present time. They range all the way from many that are smaller than the Meads' $5,800 mortgage to loans several times that amount, with an average of less than $6,500 . . . And, to The Prudential, Ed Mead is every bit as good a risk as the largest.

Yes, The Prudential believes that there is no better way to make the funds entrusted to it productive *for you and yours,* than to lend money to the people throughout the United States and Canada so they can own their homes.

*

Enjoy the Prudential Family Hour of Stars—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE: NEWARK, NEW JERSEY

WESTERN HOME OFFICE: LOS ANGELES, CALIF.



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT

Copyrighted material

LIFE

Vol. 26 No. 14 April 4, 1949

RED VISITORS CAUSE RUMPUS

In New York City last weekend a strange furor surrounded the Waldorf-Astoria Hotel. Inside was gathered an oddly assorted group of thinkers from all over the world. Outside milled a loud and angry group of pickets, proclaiming that the proceedings were strictly pro-Communist propaganda. Between the picketing and the chance to see some real live visitors from behind the Iron Curtain, things were really in an uproar.

The meeting was called the Cultural and Scientific Conference for World Peace, and it was an outgrowth of the cultural conference of 1948 in Wroclaw, Poland—at which the U.S. writer and artist were described as producing "disgusting filth" marred by the dollar sign. Its host was the U.S.'s own National Council of Arts, Sciences and Professions, dominated by intellectuals who fellow-travel the Communist line. The foreign guests were mostly from Russian-dominated countries where intellectuals can travel in only one direction. Russia sent seven delegates, headed by Novelist A. A. Fadeev and Composer Dmitri Shostakovich. Poland sent three, Czechoslovakia four, Yugoslavia five. Some 20 other would-be delegates were forced to stay home by the U.S. State Department, which refused them visas. In this connection the State Department was torn between two motives. It hesitated to extend more privileges to Communists than Russia would give the U.S. Yet it wanted to show that free speech is still granted in America—even to the severest critics.



A PICKET'S SIGN refers to Mrs. Oksana Kasenkina, who leaped from Russian consulate to escape in 1948.



A PRAYER FOR CZECHS is offered at the Waldorf-Astoria by women dressed in the national costumes of their immigrant forebears. Many of the pickets were of families from countries now behind the Iron Curtain.

Copyrighted material

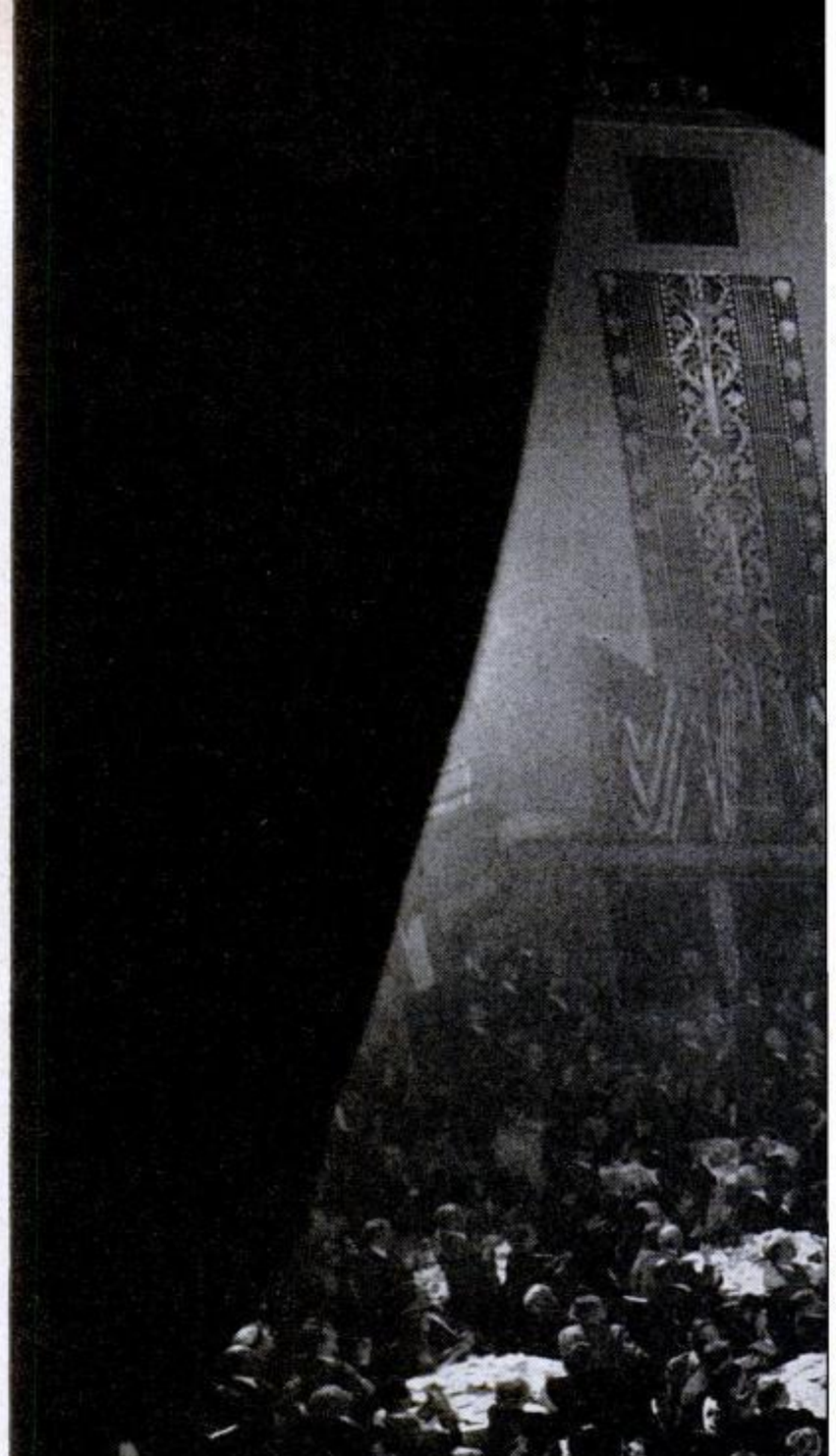


PRESS CONFERENCE launches meeting. Delegates sit in Waldorf suite. Left to right they are I. D. Ruzhansky (Russia), William Olaf Stapledon (England), Dmitri Shostakovich (Russia), Alexander Fadeev (head of Russian delegation), Dr. R. E. G. Armattoe (Ireland), Alexander Oparin (Russia) and Mikhail Chiaureli (Russia).

THE RUSSIANS GET A BIG HAND FROM U.S. FRIENDS

In many respects the Cultural and Scientific Conference for World Peace was a comic opera—even though it had its tragic implications. There was no doubt that it had been engineered by Americans who knew exactly what they were doing—*i.e.*, providing a sounding board for Communist propaganda. Every time the Russian delegation stood up it got a tremendous ovation. But among the speakers were many gentle souls, a little bewildered by the world outside their laboratories or textbooks, who were sincerely looking for world peace and who embarrassed the fellow travelers mightily by putting at least half the blame for the cold war on the Russians—which was the last sort of heresy the fellow travelers wanted to hear.

Also among the speakers was one absolute ringer, Editor Norman Cousins of the *Saturday Review of Literature*, who got up at the main banquet in the Waldorf's plush Grand Ballroom (*right*) and made a ringingly pro-American speech (which brought some hisses). There was one hilarious incident when Dr. Sidney Hook of New York University, leader of the anti-Communist intellectuals, burst into the hotel room of Dr. Harlow Shapley of Harvard, the chairman of the conference, to protest being frozen off the list of speakers. Dr. Shapley cleverly maneuvered Dr. Hook into the hallway, then quickly retreated back to his room, locking the door and refusing to come out again. All told the pro-Communist propaganda fell a little flat, as far as the vast majority of Americans was concerned, and the meeting seemed to wind up in a victory for free speech.



GRAND BALLROOM AT THE WALDORF-ASTORIA WAS



STAR OF SHOW was Dmitri Shostakovich, composer and deputy to the Supreme Soviet.



INTERESTED AMERICANS are millionaire blues singer Libby Holman (*center*), Columnist Jennings Perry (*right*). Holman and Perry were sponsors.



OFFICIAL HOST Harvard's Harlow Shapley gets a laugh from Playwright Lillian Hellman.

Copyrighted material

SPECIALLY DECORATED FOR THE OCCASION WITH A MURAL BY WILLIAM GROPPER SHOWING LIGHTNING (PEACE) SLICING AN ARMORED SKELETON (WAR) INTO PIECES



STANDOUT FELLOW TRAVELER Henry Wallace sat with wife. His entry was cheered.



ONLY BRITISH DELEGATE to get a visa for meeting, William Stapledon (*right*) sits with Arthur W. Moulton, retired Episcopal bishop of Utah.



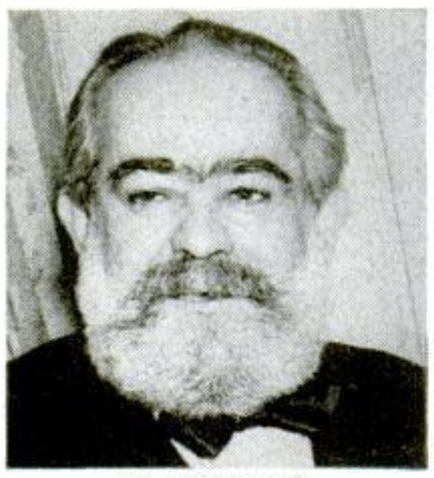
SURPRISE SPEECH was delivered by Editor Norman Cousins, who criticized U.S. Reds.

CONTINUED ON NEXT PAGE

Copyrighted material

DUPES AND FELLOW TRAVELERS DRESS UP COMMUNIST FRONTS

Offhand it might seem that a propaganda meeting like the one in New York last week would have been regarded by almost all Americans with scorn. But the Communists prepare carefully for such eventualities. Their weapons are the fellow traveler and the so-called "innocent dupe." These are the prominent people who, wittingly or not, associate themselves with a Communist-front organization and thereby lend it glamor, prestige or the respectability of American liberalism. Fifty of these people are shown on these pages. They are not the most notorious 50 but a representative selection ranging from hard-working fellow travelers to soft-headed do-gooders who have persistently lent their names to



JO DAVIDSON
Sculptor



DOROTHY PARKER
Writer



GUY EMERY SHIPLER
Editor of "The Churchman"



VITO MARCANTONIO
U.S. congressman



ARTHUR MILLER
Playwright



RUSSELL NIXON
Labor lobbyist



HENRY W. L. DANA
Writer



ADAM CLAYTON POWELL JR.
U.S. congressman



KIRTLEY F. MATHER
Geologist



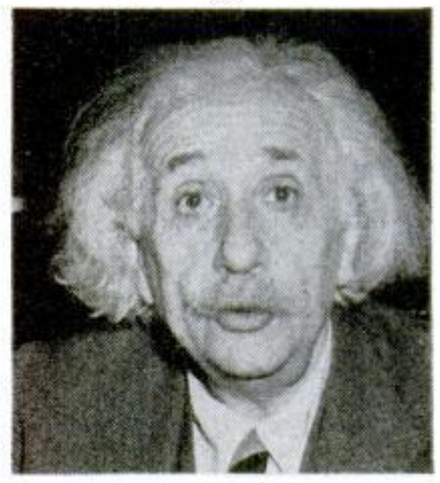
C. B. BALDWIN
Wallace party secretary



LANGSTON HUGHES
Poet



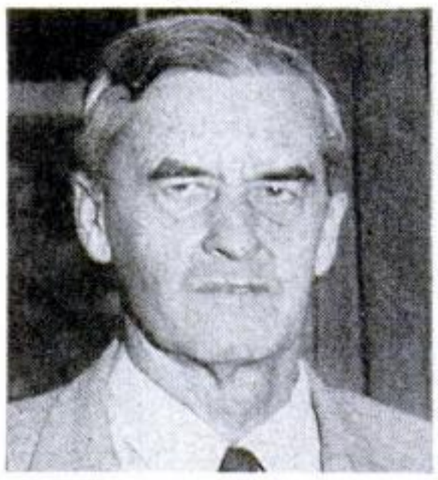
PAUL L. ROSS
Lawyer



ALBERT EINSTEIN
Physicist



ALBERT J. FITZGERALD
Labor union president



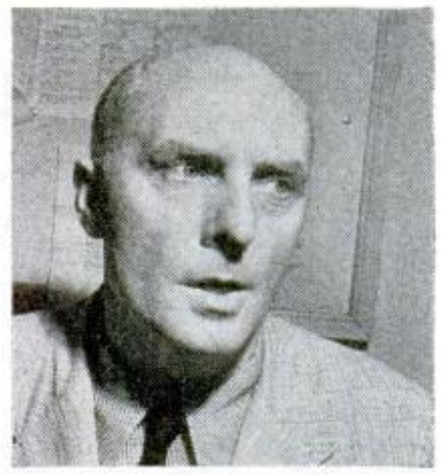
HENRY P. FAIRCHILD
Sociology professor emeritus



STEPHEN H. FRITCHMAN
Unitarian clergyman



RALPH BARTON PERRY
Philosophy professor



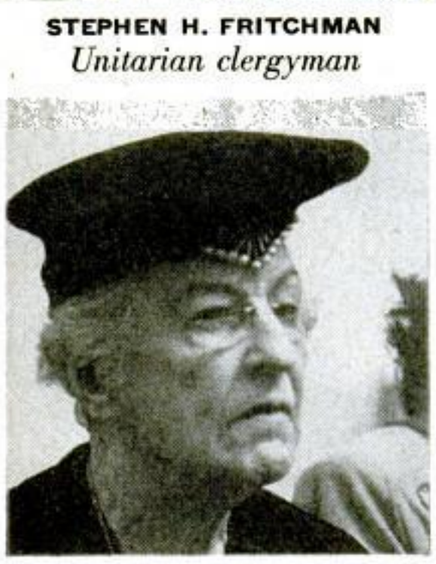
J. RAYMOND WALSH
Radio commentator



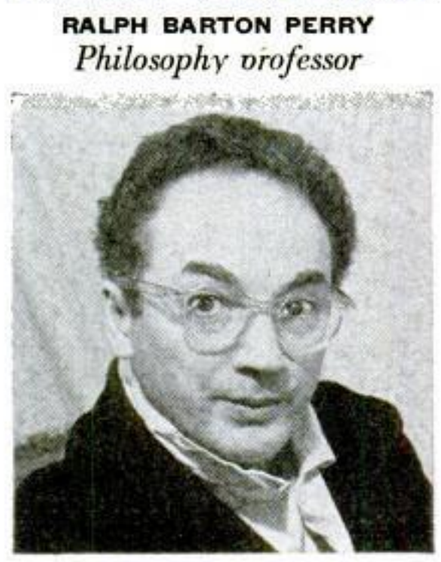
WILLIAM B. SPOFFORD
Episcopal clergyman



MARK VAN DOREN
Poet



MAUD SLYE
Pathologist



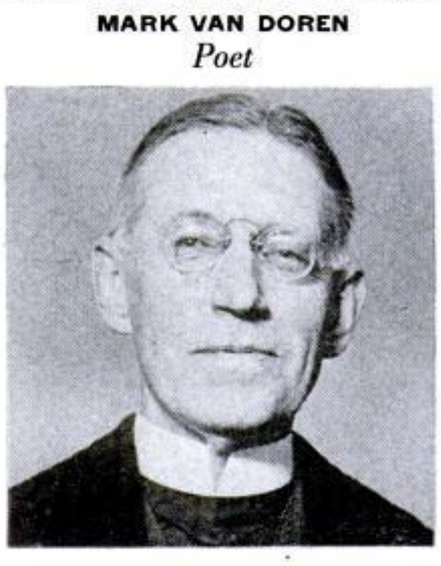
CLIFFORD ODETS
Playwright



AARON COPELAND
Composer



LEONARD BERNSTEIN
Composer and conductor



EDWARD L. PARSONS
Episcopal bishop

Copyrighted material

organizations labeled by the U.S. Attorney General or other government agencies as subversive.

In the beginning such people were prominent liberals who were lured into sponsoring or joining organizations that seemed American enough at the time. When the Moscow-directed line emerged, numerous liberals quit. But others like those below stuck it out. Some of them were receptive to shrewd Communistic persuasiveness. Some in high position stubbornly ignored their critics in the honest belief that there would eventually be a meeting of minds. Still others cynically pursued a personal ambition, thinking that the Communists could help them along in their careers. Not a few became so notorious that they were accused of being actual members of the party. Some of those pictured here publicly and sincerely repudiate Communism, but this does not alter the fact that they are of great use to the Communist cause.

Indeed membership would damage their special usefulness. Innocently or not, they accomplish quite as much for the Kremlin in their glamorous way as a card holder does in his drab toil. The Communist-front organizations have been exposed often enough, however, so that by now the perennial joiner whose friends try to excuse him because he is "just a dupe," is clearly a superdupe.



CORLISS LAMONT
Writer, philanthropist



ARTHUR UPHAM POPE
Authority on Persian art



SUSAN B. ANTHONY II
Grandniece of suffragist



NORMAN MAILER
Novelist



JAMES WATERMAN WISE
Author son of Rabbi Wise



CHARLES CHAPLIN
Movie actor and producer



PHILIP MORRISON
Atomic physicist



OLIN DOWNES
Music critic



O. JOHN ROGGE
Lawyer



LYMAN R. BRADLEY
Professor of German



THOMAS MANN
Novelist



VIDA D. SCUDDER
English professor emeritus



DEAN DIXON
Orchestra conductor



KENNETH LESLIE
Editor of "The Protestant"



FREDERICK L. SCHUMAN
Political science professor



HARLOW SHAPLEY
Astronomer



WILLIAM ROSE BENET
Poet



WALTER RAUTENSTRAUCH
Engineering prof. emeritus



F. O. MATTHIESSEN
History professor



DONALD OGDEN STEWART
Writer



LOUIS UNTERMEYER
Poet



GEORGE SELDES
Editor



LILLIAN HELLMAN
Playwright



WILLIAM HOWARD MELISH
Episcopal clergyman



GENE WELTFISH
Anthropologist

Copyrighted material

EDITORIALS

PACIFIC RETREAT

MILITARY PLANNERS ARE ABOUT TO LET DOWN THE U.S. AND ASIA

In its issue of Feb. 28 LIFE had some sharp things to say about Secretary of the Army Kenneth Royall and his "nitwitted" inferences in Tokyo that the U.S. was preparing to pull out of the western Pacific in time of trouble there. We must now apologize to Secretary Royall: he was all too right. The U.S. military, with the consent and knowledge of the State Department, has indeed decided to write off China as a total loss: to maintain the present U.S. position in Japan as long as it is cheap and convenient but not to invest any further men, money or effort in strengthening our fringe positions off the coast of Asia, as General Douglas MacArthur so strongly recommended to Washington three months ago (LIFE, Dec. 20).

Our planners have gone much further: they are instructing the armed services to regard the U.S. West Coast as the basic defense frontier in the event of war in or affecting the Pacific, which means that the Philippines and hard-won Okinawa, as well as Japan, are now to lie beyond the area of primary U.S. concern and effort. The Marianas and the Aleutians are given a higher rating and with luck may be held, but anything beyond their line is to be considered expendable. This ugly little cat was popped from the military bag by an alert A.P. correspondent in Pearl Harbor. His dispatch reporting naval plans to reduce emphasis upon the far Pacific and to look backward toward the U.S. West Coast was not denied, and LIFE has reason to believe that it reflects the thinking of military Washington. The excuse for this line of reasoning is that China is lost anyhow, that the Russians lack the resources and the will to make it a new center of Soviet strength in the immediate future and that the main U.S. effort must be concentrated in Europe. Besides, the planners reason, land-minded Russia can't advance across the wide Pacific in any case. Viewing the Pacific as a purely military problem, this reasoning may make a modicum of sense. But there are no purely military problems in the world of 1949, as any general or admiral worthy of his rank should know by now at this late date in history.

This news doubtless comes as a shock to those who, agreeing or resigned to the write-off of China, have assumed that things still would not be too bad if we maintained strong positions in Japan, Okinawa and the whole ring of peripheral Pacific bases. Indeed it has been argued that one justification for "facing the facts" in China is that after all there is still Japan. The decision recently taken in Washington does not of course mean immediate or outright withdrawal from the Pacific periphery; but, until further notice, it does mean that the U.S. will not commit any important part of its strength to preparatory defense of the far Pacific.

There can be no quarrel with a decision to create the strongest possible U.S. position in Western Europe. But the assumption that this decision requires an abandonment of so much of the Pacific and of Asia is false and foolish. Secretary of State Acheson, who had a wonderful opportunity before him to carve out a distinctive Asiatic policy of his own, has feebly bowed out. His policy in China, he has recently said, is to wait and do nothing "until the dust settles." It will be a long and fateful time before the dust settles over a Pacific world abandoned without a murmur to Moscow and to Communism. We cannot believe that this decision will stand; our necessities and our times will not allow it. But that it should be entertained even for a moment is a grave reflection upon the men and agencies who are responsible for the peace and survival of the West.

NICKEL BEER

REJOICE FOR IT IS HERE—BUT GIVE A THOUGHT TO THE WOES OF ITS SPONSOR

It has been a long time since anything nice happened to the American beer drinker, and in many ways this is a downright shame. The beer drinker is, by and large, a very solid citizen, given to breadth of mind as well as of waistline. He is seldom found in the upper-income brackets and is more often than not a simple man of toil, with busy sweat glands that require constant nourishment. Or he may be a white-collar dreamer, working over a desk by day and at night spinning hopes of grandeur that never quite come off. But he pays his bills and his taxes on time, is jolly with the children and lets the neighbors alone—and on a hot Saturday afternoon, between stints of wiping the foam off his lips with the back of his hand, he is likely to mow the lawn or paint the house. He approaches his glass in leisurely fashion, savoring every draught and admiring the sculpture of the foam and the gymnastics of the bubbles, and if he raises his voice after the fourth schooner he does so in song rather than in anger.

During the war he suffered at the hands of his government, which cut down his ration on the grounds that he was eating into the grain supply. This was highly unfair and represented nothing more than a bluenose complex among some of the government war planners, for the beer drinker's hobby is really compounded of not much more than foam, inspiration and a kiss of the hops. It just went to show how an unassuming character like the beer drinker, with no union, no trade association, no press agent and no lobby, can get kicked around.

Now, from New York City, comes further evidence. There a saloon keeper named Sammy Atkins (a name for future historians to honor), recognizing that it was high time to give the beer drinker his due, reduced the price of the 7-ounce glass from a dime to a nickel. To be sure there was some self-interest involved, for Sammy felt that he could make more money with a lot of customers and a low profit than with a big profit and empty bar stools. But the principle of large turnover and low profit is a sound part of the American business system, and most of our material progress has come from men who figured out how to get rich by giving the customer a break. All in all it was the nicest thing that had happened to the beer drinker since the start of the price rise and he responded in droves—from towns as far away as Jersey City and Stamford, Conn.

Yet what happened? The New York tavern owners' association drew up a shocked protest. The bartenders' union, which had never shown much interest in Sammy's nonunion barmaids before, threw up a picket line. The two breweries which had been supplying Sammy decided that they wanted no more of his trade. Everybody seemed to feel that Sammy had done something reprehensible—and was endangering the whole economic structure—by making his customers happy. It was obvious that a lot of people—certainly the trade association, the union and the two brewers—had forgotten that honest competition is the backbone of the American system.

If this can happen to the beer drinker it can happen to all of us. LIFE hopes Sammy Atkins wins his fight, that his trade waxes and that he grows rich enough to retire to Florida. And may his opponents never, on even the steamiest summer night, find anything more refreshing than a stale glass of lukewarm water.

PICTURE OF THE WEEK: ➡

In Pretoria, in the Union of South Africa, zookeepers last month took the cautious approach when they introduced a male hippopotamus named Tertius (*right*) to Gretjie, a female they had selected to be his mate. Afraid that the two huge beasts might not get along together—Gretjie is considerably larger than her prospective mate—the keepers tentatively placed them in adjoining cages separated by massive steel bars. But instead of quarreling the lonely animals greeted each other with enormous joy. South Africans came from near and far to watch the couple, and the zookeepers quickly made arrangements to move the happy hippopotamuses into a single cage.

Copyrighted material

A FEMALE HIPPOPOTAMUS (LEFT) JOYFULLY GREETS
HER PROSPECTIVE MATE IN A SOUTH AFRICAN ZOO

Copyrighted material



THE HUNT BEGINS as Patrol No. 9 (of 10 in the hunt) moves slowly northward by ski and sled from the village of Hetta, over the dry snow of Lapland's *erämaa* (snow-covered desert) toward the Norwegian border. Nine members of this patrol were "gentlemen hunters" whose sporting blood tingled at the prospect of killing some Lapp wolves.

THE GREAT FINNISH WOLF HUNT

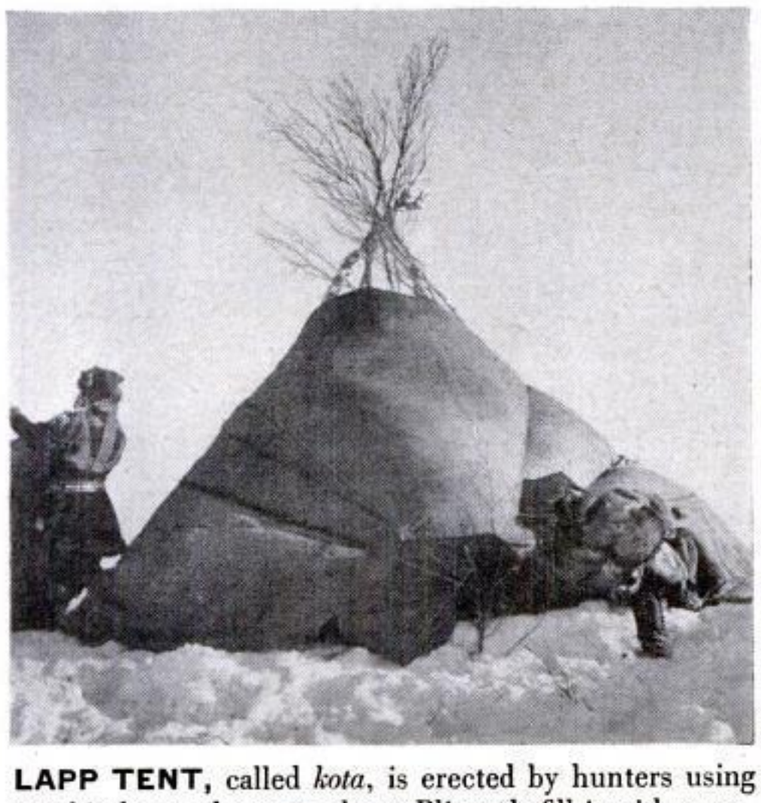
A LIFE photographer's presence makes Reds suspicious

In northern Finland—the old Lapland—the wolf population was getting out of hand. The snow was hard and the wolves ran faster than the spear-toting Lapps could move on skis. The Finnish state offered a bounty of 20,000 marks ($145) for each wolf killed, but by late winter the wolves had killed 1,500 reindeer—one eighth of Lapland's herd—and Finnish sportsmen organized one of the biggest hunts in years. LIFE Photographer Mark Kauffman, who is stationed in London, covered it as a routine assignment.

By last week the wolf hunt was over. Despite elaborate arrangements only six wolves had been killed—no doubt to the joy of Helsinki's Communist newspaper *Vapaa-Sana* which in a headline (*right*) had noted "Wolfhysteria—although Lapland has few wolves." The cry of "Wolf!" echoed out of Moscow. *Vapaa-Sana* scanned the wasteland 125 miles north of the Arctic Circle and was

Copyrighted material





LAPP TENT, called *kota*, is erected by hunters using raw birches and canvas sheet. Blizzards fill it with snow.



LAPP WRAP of reindeer skins keeps one of the hunters warm while he rides away to work. The skiers envy him.



"VERY ALARMING FEATURE" of hunt, according to Helsinki's leading Communist newspaper, was the use of two airplanes for wolf-spotting. One of the spotters is seen above, watched by a skiing hunter and a Lapp dog.



BUCKING REINDEER gives Lapp routine problem. The irritable animals always resist their harness but they always lose the fight and become quite docile. Heavy loss of reindeer inspired hunt, which finally bagged six wolves.

"astonished" that a LIFE photographer should be permitted inside such "inflammable areas." LIFE, it growled, was "the organ of the most chauvinist American militarism and cold war." In Moscow, *Izvestia* darkly observed that members of the "notorious wolf hunt" included Lieut. General Blikk and Major General Oinonen of the Finnish army.

What Moscow seemed to fear was that LIFE's Kauffman had photographed the Finnish-Russian border from one of two Finnish army liaison planes which went along to spot wolves. In fact neither Kauffman nor any Finnish photographer was permitted to fly. And the wolf hunt was held in the Enontekiö area between Norway and Sweden, 50 miles west of the Soviet border at the closest point. But the Soviets' alarm was enough to make Finland and the West wonder—is something happening along that border that Russia wants to cover up?



HELSINKI COMMUNIST HEADLINE SAYS, "LIFE IS INTERESTED IN WOLF HUNTING"

Copyrighted material



CAFE CAMPAIGN is waged by Premier Queuille (*left*) in a small roadside restaurant in the Neuvic county village of Lamazière. He sits with Proprietor Jean Ceaux (*right*). Mme. Ceaux stands behind the premier, while Alfred Arzac (*center*), former assistant mayor of Lamazière, questions M. Queuille on how things are going in Paris these days.

Copyrighted material



AT THE POLLS Premier Queuille (*third from left*) has his voting card checked. The balloting was held in the city hall under a huge tropical painting with the escapist title *La Vie Heureuse*. Friendly Henri Queuille hung around the office all day, chatting and joking with the election committee and happily greeting old friends and supporters.

"MR. KELLY" WINS AN ELECTION

The premier of France reconquers his home canton as the "Third Force" hands the Reds and Gaullists a setback

When Henri Queuille became the premier of France last September, most Americans had never heard of him and few of those who had could pronounce his name. Campaigning recently in his home town of Neuvic, M. Queuille asked a LIFE reporter, "Is it true, Mademoiselle, that in the United States they cannot pronounce my name and call me Mr. Kelly? I received a letter from a friend saying that I am often referred to as 'that astounding little Mr. Kelly.'?"

Last week cantonal (county) elections in France proved that little Mr. Kelly was indeed astounding. He had taken over a faltering French coalition government at a moment when General Charles de Gaulle seemed to be well on his way back to power. He not only held the coalition together against both Gaullist and Communist pressures but strengthened it. In the elections, held in half of France's counties on March 20, Queuille's so-called "Third Force" of Socialists, Radicals and Popular Republicans made a better relative showing than either the Communists or the Gaullists, who continued to poll the biggest single party vote but failed to gain as they had expected.

A onetime country doctor, M. Queuille at 65 is a folksy little man who still serves as mayor of his native town and the canton's representative on the regional council of Correze. This year he was up for re-election to the council. He went home to Neuvic and industriously made the rounds like a U.S. grassroots politician (*opposite and below*). On election day he was on hand for the balloting (*above*). When the votes had been counted, Premier Queuille had won an endorsement from the French people and Councilor Queuille still had his job.



FARM VOTE is sought by Queuille in a talk with Mayor Achille Pradel of Palisse.



PARENT VOTE is made secure as old M. Queuille says hello to Nadine Vacher, 2.



QUEUILLE LISTENS to the national returns after checking the local ballots.



A VICTOR'S REWARD is bestowed by pretty Councilor Suzanne Chasteurusse.

Copyrighted material



DRESSED IN AN UNDERSHIRT AND FADED OVERALLS, COMEDIAN BENNY MAKES HIS DEADPAN (AND WEARY) WAY THROUGH AN UPROARIOUS HILLBILLY ROUTINE

BENNY TRIES TV

Old vaudeville gags come in handy as he wows Los Angeles audience

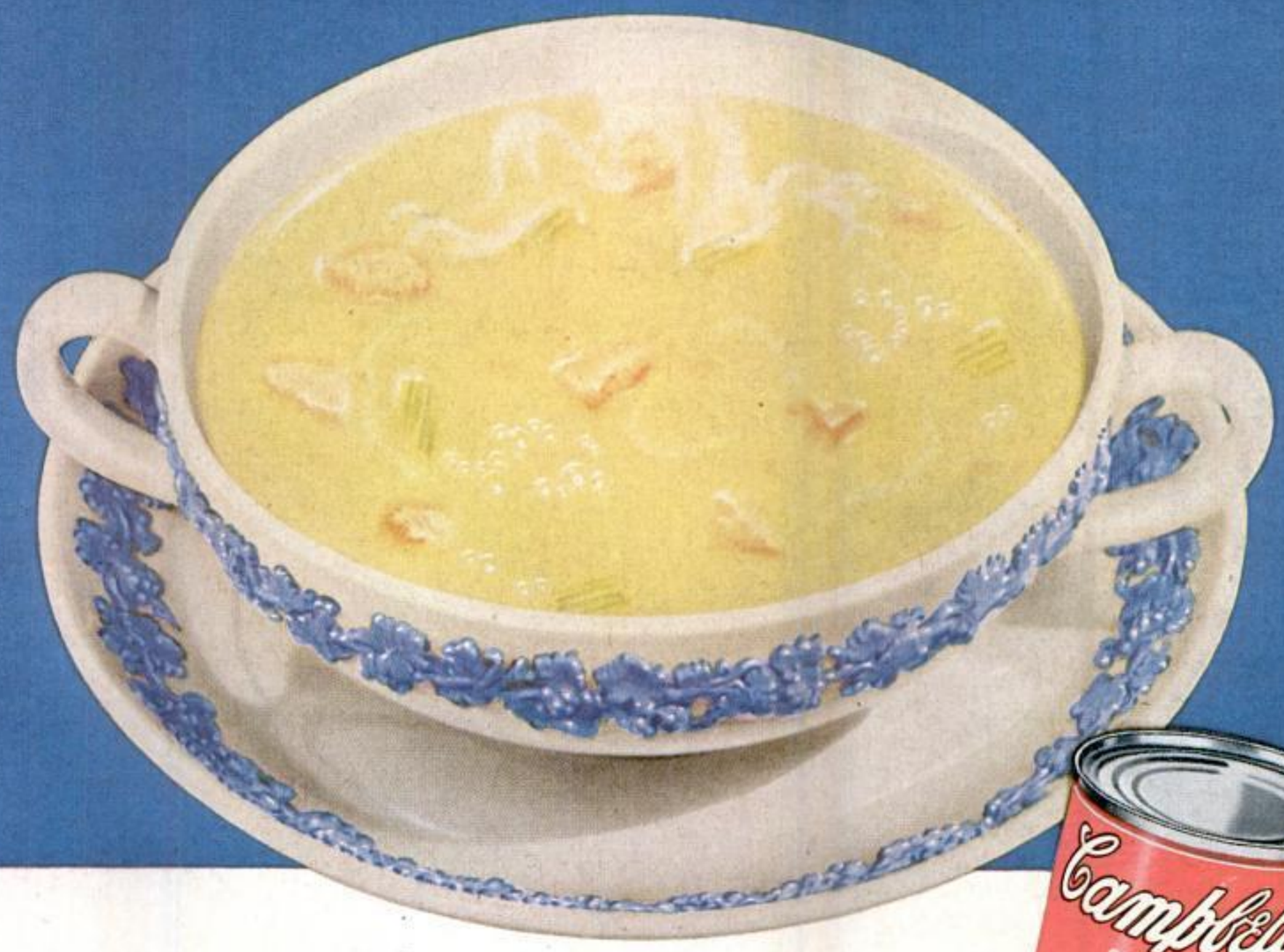
Like many another successful radio comedian, Jack Benny had been worried about whether he would be just as successful on the new medium of television, where he could be seen as well as heard. When a new television station opened in Los Angeles, Benny at last took the plunge. The verdict: Benny has nothing to worry about.

Old Vaudevillian Benny found that the same visual gags that held old vaudeville audiences are making television grow, and as a result he was a hit. Playing alongside Violinist Isaac Stern (this involved Benny's plucking the strings three times) and appearing as leader of "Spike Benny and His Sons of the Golden West" (*above*), he stopped the show. But watchers who took a close look at him in moments when he was not busy being alert and vigorous thought he could change his line about being "only 39" to "only 49" and still get a laugh.

Copyrighted material

RICH WITH *Chicken*

SMOOTH WITH *Cream*



It's NEW!



Have you tried this glorious new soup that all America has Welcomed?

Perhaps *you* are among the millions who've made this fine new soup of Campbell's a "best-seller" in record time. If so, you've already delighted in its smooth blend of heavy cream and rich chicken stock . . . enjoyed the tempting cuts of celery . . . the tender pieces of chicken. And the chances are you've made Campbell's Cream of Chicken Soup a favorite visitor to your family table.

But if you've not yet tried this marvelous new cream soup, please do so soon. You'll "thank yourself" for the discovery, as you find out how delicious it is . . . how nourishing, too, and how it gives "lift" to just about any meal. Your grocer has it!

Campbell's

CREAM OF CHICKEN SOUP

LOOK FOR THE RED-AND-WHITE LABEL

SPECIAL

MENU FOR FAMILY SUPPER

Cream of Chicken Soup
Spring Vegetable Salad with Ham Strips
Crackers and Whole Wheat Wafers
Lemon Cake Pudding

NEWS

RECIPE FOR CHICKEN-CREAM SAUCE

Stir one can Campbell's Cream of Chicken till smooth. Add ½ cup milk slowly, stirring constantly. Heat and serve. Makes about 1¾ cups.

FLASH

FOR "CHICKEN à la KING" SOUP

Combine a can of Campbell's Cream of Chicken and one of Campbell's Cream of Mushroom, with 2 cans water. Heat, stirring till smooth.

Copyrighted material

AIRFLYTE



IS RIGHT!

Copyrighted material

When you see a car that's one sheer streak of racing line, with bold bullet nose splitting the air—

You're right! ***It's a new Nash Airflyte!***

When you sit on a sofa that's four persons wide—with a great undivided windshield curving around you—with the dashboard gone, and all your instruments at eye-level, in the Uniscope—

You're right—***you're IN a Nash Airflyte!***

When the power bursts forth . . . and the bumps melt away . . . and only the bee-soft hum of tires tells you you're still making tracks over Mother Earth—

You're right—***you're DRIVING an Airflyte!***

When you have seats that turn into Twin Beds at night . . . and Weather Eye Conditioned Air . . . and coil-springing on all four wheels . . . and when you get a sweet 25 plus miles to a gallon at average highway speed—

You're right—***you're OWNING a Nash Airflyte "600"!***

No other car in the world can give you *half* these thrills, *half* these advantages—

Only a Nash Airflyte can.

Because only Nash is built the *new* way—as a Girder-built unit, with body and frame welded into one low-slung solid unit . . . wider, roomier, safer . . . with a lower center of gravity, and higher road clearance.

DON'T MISS the greatest thing that's ever happened to automobiles! See your Nash dealer *today*. Two series—the Nash "600" and Nash Ambassador. *Both Airflytes!* And the most beautiful Custom Models ever built!



World's first car with Girder-built Unitized Body and Frame . . . Airliner-styled Interiors . . . Cockpit Control . . . Uniscope . . . Matched Coil Springs on all Four Wheels . . . Twin Beds . . . Uniflo-Jet Carburetion.

Nash Airflyte

GREAT CARS SINCE 1902

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Michigan

Copyrighted material



BIRDS EYE "CORN ZINGER" IS WONDERFUL!



...NO WONDER— IT'S MADE WITH THE WORLD'S EATINGEST CORN!

RECIPE FOR BIRDS EYE

CORN ZINGER

1 box Birds Eye Golden Sweet Corn
¼ cup minced onion
2 tablespoons butter
Dash of pepper
½ teaspoon sugar
⅛ teaspoon dry mustard
½ teaspoon salt
¼ cup chopped parsley
1 to 2 teaspoons lemon juice

Cook sweet-and-milky Birds Eye Corn as directed on package; drain.

Sauté onion in the butter until golden brown. Add pepper, sugar, mustard, salt, parsley, and lemon juice. Add to corn and mix well. Serve with broiled lamb patties. Makes 3 or 4 servings.

Note: If desired, ¾ cup chopped water cress may be substituted for the parsley in the above recipe.



A Product of General Foods

You never tasted sweeter, milkier, tenderer corn . . . not even, down on the farm, when you rushed the ears from their stalks into a bed of smoldering coals!

You just *have* to try Birds Eye Golden Sweet Corn in a "zinger sauce." It's easy as pie to fix.

For Birds Eye does the work of shucking, cleaning, cutting the kernels from the ears.

And Birds Eye gives you such *super* corn. Grown for special sweetness and flavor. Picked when every golden kernel is newly filled out with milkiness!

Then Birds Eye quick-freezes in the wonderful farm-fresh goodness *immediately*. So your "Corn Zinger" teems with it!

Keep an eye **out** for the *Birds Eye* trade-mark! It's your *guarantee* of uniform flavor and finest quality in quick-frozen foods.

Copyrighted material



ON THE TRAIN CHURCHILL CALMLY PUFFS CIGAR

PEOPLE

DAUGHTER MARY AND HOST BARUCH WAVE GOODBY TO CHURCHILL

Appearing only slightly chubbier and grayer than he did when he last visited this country in 1946, 74-year-old Winston Churchill arrived last week in New York aboard the *Queen Elizabeth*. After a whirlwind visit in Manhattan with his old friend Bernard Baruch, Churchill hurriedly took the train to Washington for a visit with his old friend Harry Truman. Everywhere he went reporters badgered Churchill for advance information about the speech he was scheduled to make March 31 at M.I.T. in Cambridge, Mass. But he merely grinned and told them what they already knew. "It will be," said Mr. Churchill, "a speech of some importance."



ON THE PLATFORM IN PENNSYLVANIA STATION MARY CHURCHILL SOAMES AND BERNARD BARUCH WAVE AN EXCITED FAREWELL AS THE TRAIN PULLS OUT

CONTINUED ON NEXT PAGE

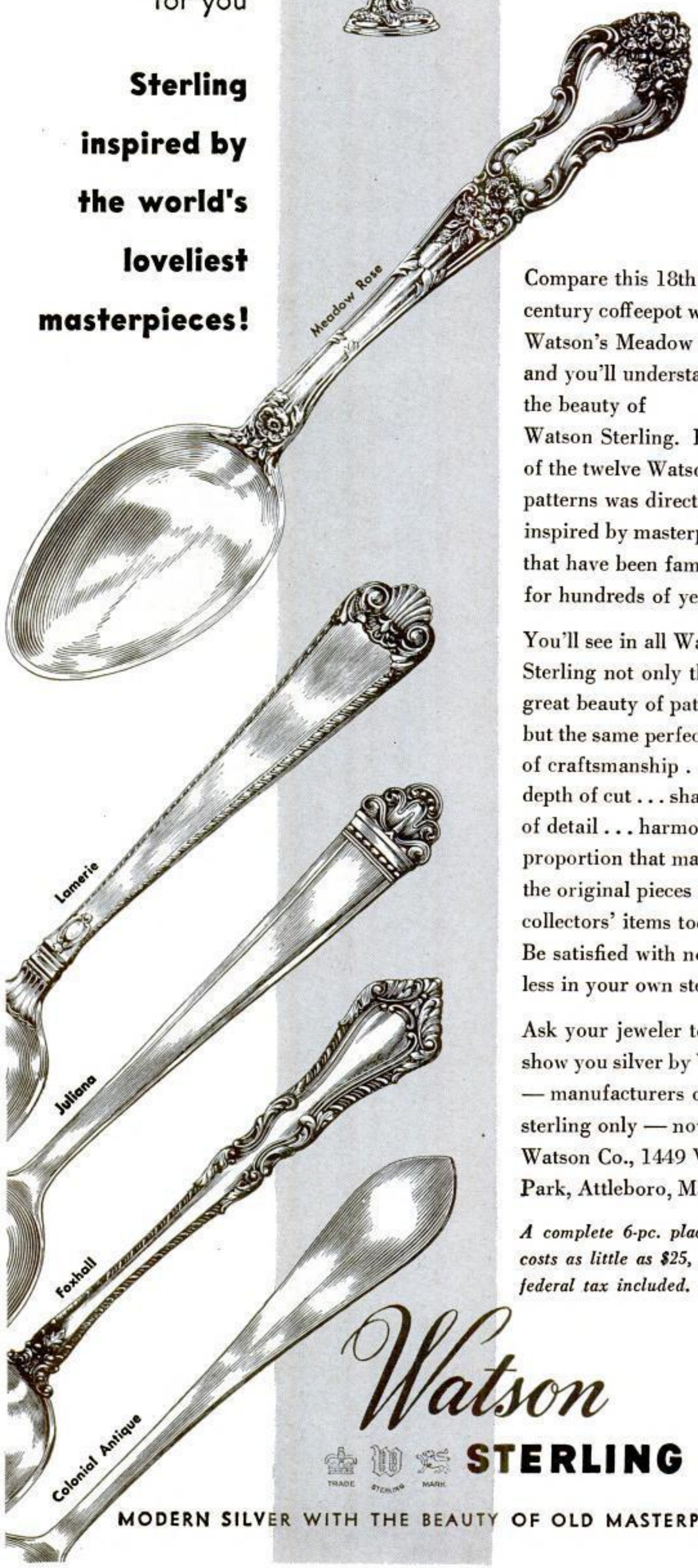
Copyrighted material

Silver roses that have bloomed 182 years for you

Sterling inspired by the world's loveliest masterpieces!



Silver Coffeepot made in 1767 by the famed English craftsman, William Grundy. (Courtesy, Boston Museum of Fine Arts.)



Compare this 18th century coffeepot with Watson's Meadow Rose, and you'll understand the beauty of Watson Sterling. Each of the twelve Watson patterns was directly inspired by masterpieces that have been famous for hundreds of years.

You'll see in all Watson Sterling not only this great beauty of pattern, but the same perfection of craftsmanship . . . in depth of cut . . . sharpness of detail . . . harmony of proportion that make the original pieces collectors' items today. Be satisfied with nothing less in your own sterling.

Ask your jeweler to show you silver by Watson — manufacturers of sterling only — now. The Watson Co., 1449 Watson Park, Attleboro, Mass.

A complete 6-pc. place-setting costs as little as $25, federal tax included.

Watson

TRADE STERLING MARK **STERLING**

MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES



DRENCHED WITH SOUP, COFFIN STARES GROGGILY AT HIS ASSAILANT

BEANED COLUMNIST

The specialty of the Senate restaurant in Washington is bean soup, usually served with dignity and consumed with awe. But last week it was served in a different manner. The server was Photographer Marion Carpenter (*below*). The customer was Writer Tris Coffin (*above*), who had, she said, offended her in his column. Miss Carpenter tossed the soup into Coffin's face, then happily paid cleaning bills for bystanders.



WITH EMPTY PLATE MISS CARPENTER SHOWS HOW SHE HURLED SOUP

Copyrighted material

Skin sweet to kiss...forever



It's "I do" day—for Patricia Fordyce of Allentown, Pa., and James Taylor Mulford. Jim seals "love and cherish" vow with fond kiss on Pat's soft cheek. Woodbury-soft!



Happy new life begins for war hero. Jim wears four decorations: Silver Star, Bronze Star, Purple Heart with Leaf Clusters.



It's Pat's sketch board ...but Jim steals it. Tries to catch Pat's rosy-fresh glow. Not with pencil, son...takes magic to reproduce Woodbury glow!



Saturday strolling. Jim's oblivious to beauty of spring blooms. Only flower-freshness *he's* interested in—*Pat's!* "Nothing like my Woodbury," she admits, "to give a gal that dewy look!"



Pat slips! Jim rescues her! *One* thing Pat never slips on..."My Woodbury beauty care...to *smooth* my skin!" Woodbury and its beauty-cream ingredient mean...beauty smooth skin!

another Woodbury Deb Marries



Pat collects antique shaving mugs...gives new husband a "close shave." "Can't scare me," laughs Jim, "Pat's touch is gentle!" Like Woodbury—*extra mild!*



Hey ...keep your mind on the game! **Or** can't a man—with a kissable face so near? How come, Pat, your skin's *always* so sparkling? "My easy answer," she says. "Woodbury, plenty of it *daily!*"



"Here's my Woodbury Facial Cocktail. First, creamy Woodbury lather. Then warm 'n' cold rinses. Umm, what glow!"

Now...two sizes! Facial, and the big new beauty-bath Woodbury! Both with rich beauty-cream ingredient!

"Take Woodbury right to your shower!" That's Pat's advice for a soft beauty complexion all-over.

Give your skin Woodbury's plus— a rich beauty-cream ingredient!

Copyrighted material

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

A SPECIAL PREPARATION FOR SHAVING

It Needs No Brush Not Greasy or Sticky

MODERN LIFE now demands at least 1 man in 7 shave *every day*. This daily shaving often causes razor scrape—irritation.

To help men solve this problem, we perfected Glider —a rich, soothing cream. It's like your wife's vanishing cream—not greasy or sticky.

SMOOTHS DOWN SKIN

You just wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers—never a brush.

Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin.*

Especially for the 1 man in 7 who shaves daily

For men in responsible positions—doctors, lawyers, businessmen and others who must shave *every day*—Glider is invaluable. It helps eliminate the dangers frequent shaving may have for the tender face and leaves your skin smoother and cleaner. Glider has been developed by The J. B. Williams Company, who have been making fine shaving preparations for over 100 years.

TRY GLIDER FREE

You can get Glider at any toilet-goods counter. Or, because we're so positive that Glider will give you more shaving comfort than anything you've ever used, we'll send you a guest-size tube ABSOLUTELY FREE. No stamps—no cartons—no dimes. You get the tube—enough for three full weeks—at no cost to you.

Just send your name and address to The J. B. Williams Company, Dept. LG2, Glastonbury, Conn., U.S.A., and we'll mail you postpaid your tube of Glider. On this FREE trial test, we rest our case entirely.

Don't delay—send us your name and address today! This offer is limited to one tube per user and all letters or postcards must be postmarked not later than July 31. (*Good only in U.S.A. and Canada.*)

Everett B. Hurlburt

PRESIDENT
THE J. B. WILLIAMS CO.

SEQUEL

CLEARED OF FELONY CHARGE, VINCE FOSTER GETS READY TO RESUME HIS BOXING CAREER

The story of Vince Foster, an Omaha tough who became nationally famous as a boxer following his conversion to religion, and whose career appeared to be ended when he became a backslider and got arrested on a rape charge, was printed in LIFE Feb. 28. In St. Joseph, Mo. on March 21 the rape charge was dismissed for lack of evidence, and Foster went back to Chicago, free to fight again. Nobody knew how Foster's misadventures would affect his box-office appeal, but Manager Jack Hurley (*below*) immediately booked him for a main-event bout with New Jersey's Charlie Fusari in Madison Square Garden on May 13. If Foster wins, then he may eventually have a chance to fight "Sugar Ray" Robinson (*bottom picture*) for the welterweight championship. While Hurley worried, Foster continued to attend church three times a week, saying, "I hope those who lost faith in me will give me a chance."



READING HIS BIBLE, Foster waits while Manager Hurley discusses a deal over the phone. Both New York and Chicago promoters are bidding for Foster.



WELTERWEIGHT CHAMPION Ray Robinson stops workout to meet Vince. "I don't know how we'd come out," says Foster, "but I'd like to see."

Copyrighted material

Smoke a LUCKY to feel your LEVEL best!

Luckies' fine tobacco picks you up when you're low . . . calms you down when you're tense!



Luckies' fine tobacco puts you on the right level—the Lucky level—to feel your level best, do your level best.

That's why it's important for you to remember that LUCKY STRIKE MEANS FINE TOBACCO—mild, ripe, light tobacco that makes a thoroughly enjoyable smoke. No wonder more independent tobacco experts—auctioneers, buyers and warehousemen—smoke Lucky Strike regularly than smoke the next two leading brands combined.

Light up a Lucky! Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. So get on the Lucky level where it's fun to be alive. Get a carton of Luckies and get started today!

COPR., THE AMERICAN TOBACCO COMPANY

L.S./M.F.T.—Lucky Strike Means Fine Tobacco

Copyrighted material

Double

2 NEW CAKE MIXES BY PILLSBURY IN



THIS IS A COMPLETE MIX
...JUST ADD MILK.



⬅ Pillsbury *WHITE* Cake Mix

Something beautiful has happened to your cake life. With this *complete* white cake mix and a cup of milk you are a cakemaker de luxe. Never mind about experience. Just start baking . . . and serving big, lofty cakes . . . full of rich flavor, fine texture, through-and-through . . . moist to the last crumb. *Layer cake* for impressiveness, *loaf cake* for extra speed. Very finest Pillsbury ingredients.

Pillsbury BEST XXXX Mixes

You and Ann Pillsbury can make a great team

Ann Pillsbury has developed these new cake mixes in *her* kitchen to save you time in *your* kitchen, and give you perfect results every time.

Other great convenience products from PILLSBURY

MIX HEADQUARTERS



Delicious hot rolls with real homemade flavor.



Tender, flaky pie crust—easy, quick.



For lighter, brighter, better pancakes.

© P.M.I.

Copyrighted material

Feature!

THE 2 FLAVORS AMERICA LIKES BEST!



THIS IS A COMPLETE MIX
...JUST ADD MILK.

Pillsbury *CHOCOLATE FUDGE* Cake Mix

Want a happy cake surprise? Take up with this wonderful new mix. (Complete down to the last pinch of salt—you just add milk.) In almost no time at all . . . *your* cake is ready for the oven . . . a real chocolate fudge two-layer cake . . . a big, high, rich cake . . . moist and tender. Pillsbury makes it failure-proof—a perfect blending of finest ingredients, including Pillsbury special cake flour.



SAVE PILLSBURY EXTRA-VALUE COUPONS

Get valuable articles at real savings on Pillsbury coupon plan. Write for free booklet to PILLSBURY, Box 150, Minneapolis, Minn.

2 Pillsbury Cake Mixes

TO MAKE YOUR LIFE BRIGHTER...TO MAKE YOUR WORK LIGHTER!

Copyrighted material



Rice and Beef Porcupines–with



NOW HERE's a recipe that shows you the delicious things you can make with Hunt's Tomato Sauce—

For a few cents a serving!

When you take these "Porcupines" from the saucepan, notice how the rice has puffed up—light and oh, so tasty!

And that wonderful, wonderful flavor! Only *Hunt's* Tomato Sauce can give a recipe such a full measure of it!

For Hunt's is *Kettle-simmered*—richer, smoother, spiced *just* right!

Best of all—Hunt's Tomato Sauce costs you but *a few cents a can*. About *half* the price of a can of soup!

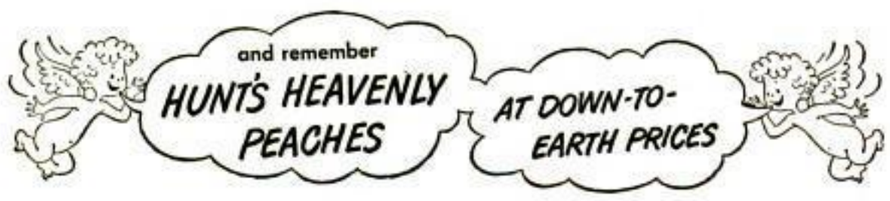
So use this finer cooking sauce in stews, spaghetti, soups, meat loaf, casseroles, gravies.

Get several cans right away—with the Hunt red label!

Rice and Beef Porcupines

1 lb. ground beef
½ cup well washed raw rice
3 tbsp. chopped onion
1 tsp. salt
¼ tsp. pepper
¼ tsp. poultry seasoning
3 tbsp. fat
2 cans Hunt's Tomato Sauce
1 cup water

Mix all ingredients but fat, Hunt's Tomato Sauce, and water. Form into small balls. Brown lightly in fat in saucepan. Drain off excess fat. Add Hunt's Tomato Sauce and water. Cover and simmer 45-50 minutes or until rice is tender. Makes 12 to 15 balls.



Hunt-for the best

Hunt Foods, Inc., Los Angeles, Calif.

Copyrighted material

SURROUNDED BY EX-STUDENTS, PROFESSOR SOLOMON LIPTZIN (CENTER) HOLDS THE ENVELOPE WHICH CONTAINED SEALED PROPHECIES THEY WROTE 10 YEARS AGO

AFTER TEN YEARS

C.C.N.Y. alumni gather to read prophecies they made as seniors in 1939, when the future looked black

Just 10 years ago this winter 22 young college students stepped up to the desk of Solomon Liptzin, professor at City College of New York, and soberly handed him 22 sealed envelopes, each containing the young man's prophecy of what would happen to himself in the next 10 years. One day this winter, when the 10 years were up, Liptzin summoned his ex-students to his home on Long Island to see how their prophecies had turned out. He had lost track of some of them, but 11 (*above*) were able to come. One by one they opened their envelopes, read their prophecies and told about their lives (*pp. 64, 66*).

This was Professor Liptzin's first such meeting, but it was his second 10-year plan. He started another in 1929 to show his literature students how men's ideas change with time, and the sealed letters seemed a dramatic, if long-term way of proving his point. The class of '29, brought up in the lap of optimism, foresaw bright futures. But when their 10 years were up most of them had been hit hard by the depression and one of them had killed himself. Professor Liptzin did not have the heart to call them together again.

With the '39 group it was different. Brought up in hard times, their prophecies were anything but bright. All of them saw war ahead. None had hopes of making much money. Three talked about suicide. But as they found out when they read their letters, things had not been bad at all. Most of them had been in the war, but all were alive. As their yearbook pictures show, they had aged a bit. But they had done surprisingly well and were happy.



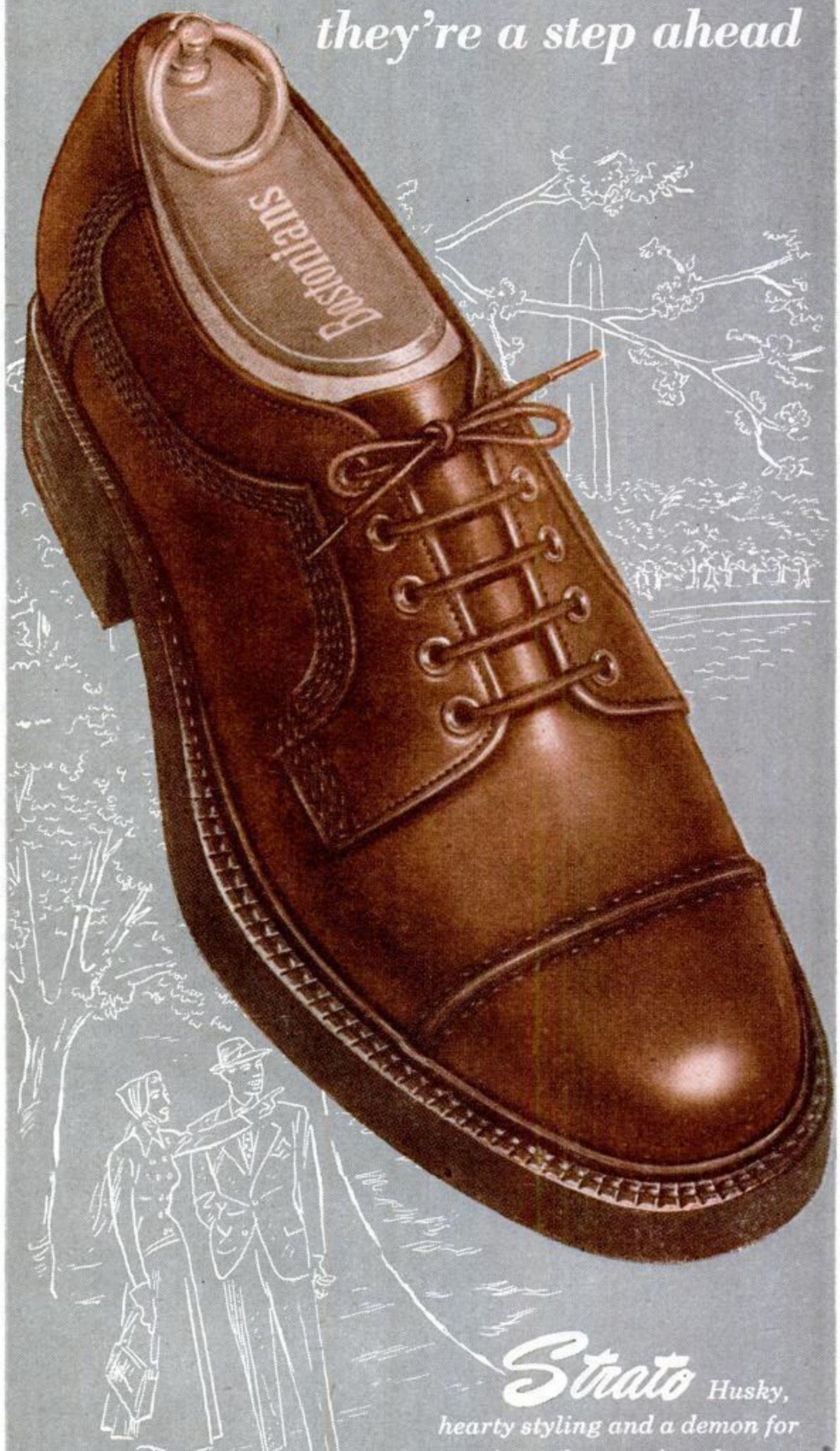
"THE FUTURE BE DAMNED!" Roy Jones (standing) reads from letter he wrote 10 years ago. " . . . Life has battered me about so far . . . driving me more and more into myself, making me hard and bitter and less hopeful for what the future may bring. . . . Well, if in the next 10 years I can fulfill Ma's ambition to have a lawyer in the family and achieve for myself one of the higher academic degrees, I shall rest content." Now, looking back, Roy Jones, B.A., B.B.A., M.A., M.B.A., LL.B., J.S.D., thinks that his prophecy was overpessimistic. He was first a newspaper reporter, then a political adviser, then studied law a while and, as a civilian, was attached to the Army as a cartel investigator in Germany. Then he studied night and day for two years. Now he teaches business administration at the University of Tampa.

CONTINUED ON NEXT PAGE

Copyrighted material

Bostonians

...because they're a step ahead



Strato Husky, hearty styling and a demon for year 'round wear. A stalwart Bostonian with all the inherent craftsmanship and comfort Bostonians are famed for! Bostonians start at $13.95

Bostonians

of Whitman Massachusetts

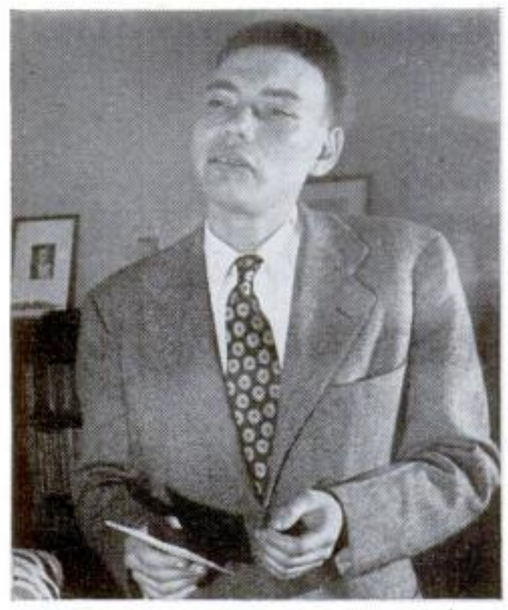
After Ten Years CONTINUED





WOULD-BE SOCIAL WORKER Harold Roth was president of the student council when his yearbook picture was taken (*left*) and planned to devote his life to public welfare. "My sense of community contribution and altruism," he wrote, "would thus be achieved. My life could really be meaningful. . . . I should like to keep the swell friendship I have with Margy, who is sweet and pretty and intelligent." Roth tried two jobs in social work, one before the war, as a psychiatric case worker, and another afterward as a social service director, in Rochester, N.Y. But in the Army, as a personnel consultant on Eisenhower's staff, he got a taste for administrative work. Now (*right*) he is personnel manager of an aluminum products corporation and travels about a lot with his wife, Margy. He seldom has time to think about his blighted welfare career.





WOULD-BE SOCIALIST Lawrence Hyman was a campus freethinker who spent most of his school time writing political leaflets. In 1939 he foresaw "a coming catastrophe—Fascism. . . . But I expect," he wrote, that socialism "will pave the way for a more beautiful world . . . and that I will be an active member of the Socialist Party." But things did not work out that way at all, and Hyman is now working for his doctorate in English literature at Columbia University. "While in the Army," he explained to his old classmates, "I regretted having spent my time writing leaflets and missing up on courses. . . . I read poetry and I listened to music whenever I could. When I came out of the Army, I had changed a lot. Although I would still like to see a more beautiful world—I guess we all would—I have no interest in politics whatsoever."





WOULD-BE ADVERTISING MAN David Goldman found it "damned uncomfortable when one does not have the wherewithal to live in a fairly decent fashion" and set out to make money. First, he said, he would run a refreshment concession at the World's Fair and work from that through printing and composing into advertising. He thought that in 10 years most of his hair would be gone, that his teeth would be bad, that he would have a mustache and would walk with a cane because of a wound received in the war. As it turned out, the good things came true but not the bad ones. He has his teeth and hair, was not wounded in the Army and is in advertising. His early predictions were the worst—the Fair job fell through, but he was hailed by the C.C.N.Y. paper as the first success of his class. He got a ditchdigger's job that paid $50 a week.

CONTINUED ON PAGE 66

Copyrighted material



1. Happy Hal, the Hermit, figured he was sitting pretty,
And then he won a contest and a trip to New York City.
"What's this I see," the hermit cried, arriving in his rattler,
"The Hotel Pennsylvania has become the HOTEL STATLER!



2. "On my last visit, years ago," the Happy Hermit cried,
"It was a Statler-run hotel—they *own* it now, beside.
Perhaps I will give up my cave, a hermit's life at best
Is lonely . . . and I know that here I really *am* a guest!"



3. He spent a night in Statler's room, and slept on Statler's bed.
"Why that's the best night's sleep I've had in many years," he said.
"For those eight hundred springs and more, I'll give a quiet cheer,
And if I keep on hermit-ing . . . I'll be a hermit *here!*"



4. The hermit ate a Statler meal, and goodness, *how* he ate.
"That food was so darn good," he said, "I've got to call it *great!*
I think I'll give up hermit-ing, rejoin the ranks of men,
So I can eat the Statler food again and yet again!"



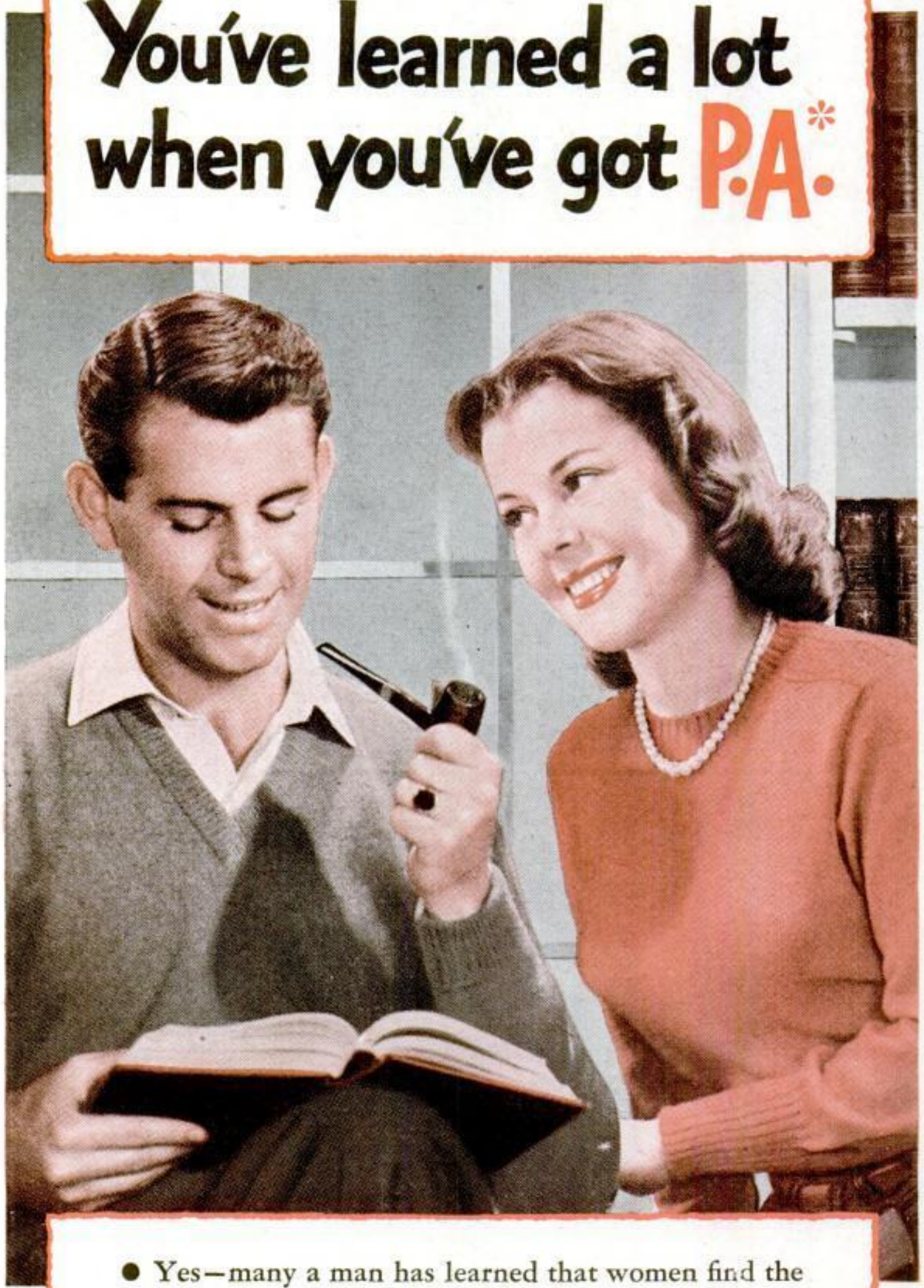
5. Happy Hal, ex-hermit now, and leading businessman,
Like all who stay at Statler once, is quite a Statler fan.
"I find I'm close to shows and shops, and close to business, too.
I like the Statler in New York . . I'm sure you'll like it, too!"



STATLER HOTELS: ***NEW YORK*** (FORMERLY HOTEL PENNSYLVANIA)
BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON
STATLER OPERATED ***HOTEL WILLIAM PENN • PITTSBURGH***

Copyrighted material

You've learned a lot when you've got P.A.*

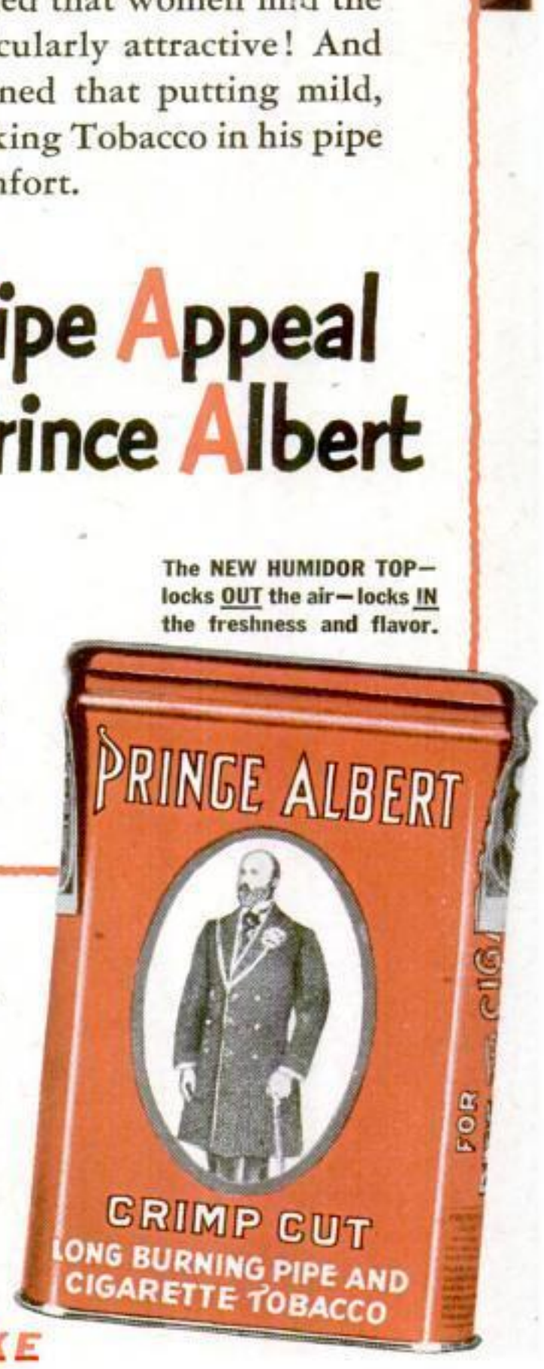


● Yes—many a man has learned that women find the man who smokes a pipe particularly attractive! And many a pipe smoker has learned that putting mild, rich-tasting Prince Albert Smoking Tobacco in his pipe gives real smoking joy and comfort.

P.A.* means Pipe Appeal
P.A. means Prince Albert

● Hundreds of thousands of smokers have learned that P. A.'s choice tobacco is mild and easy on the tongue. Prince Albert is specially treated to insure against tongue bite! It's crimp cut, too...to smoke cool and even down to the bottom of the bowl. Get P. A.!

The NEW HUMIDOR TOP—locks OUT the air—locks IN the freshness and flavor.





P.A. ROLLS UP SO FAST AND EASY... MAKES A MILD, TONGUE-EASY CIGARETTE!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

THE NATIONAL JOY SMOKE

After Ten Years CONTINUED



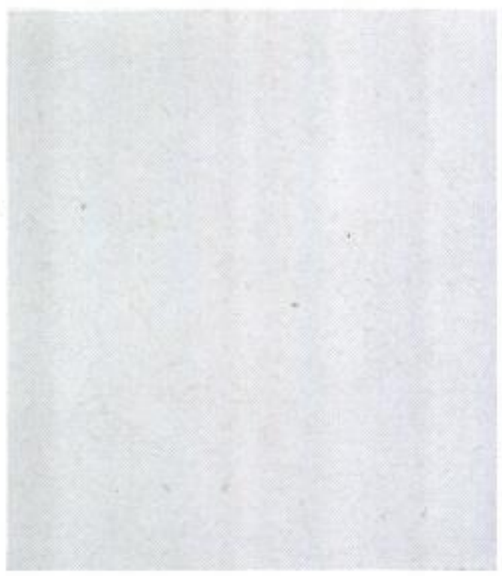


WOULD-BE POET Charles Burger hardly dared open the high-flown letter he had written in 1939. Sure enough, it was as bad as he had remembered. "Dear Soul of 1949," it began, ". . . ten years and you will be an echo reflecting the struggle, the striving, despair and dissolution—but final hope—of mankind. . . . Soon you will be free, free to grasp the deep mysteries of the universe, free to sit on the wings of the wind and travel to mystic lands. . . . Yes, O My Soul, that is your work." As it turned out, Burger did try hard to get into the writing field. He took temporary jobs as a tutor and a clerk, finally became a proofreader. At this point he came to the decision that perhaps accounting was a better field than literature; he is now a happy, successful senior public accountant, working hard at the fourth part of his C. P. A. examination.





WOULD-BE CHEMIST Louis Chertoff in 1939 was a serious, mustached young man. In his prophecy he bore down heavily on his youthful dreams. "Dear Lou . . . what a fool you've been. Now you want to burn up the world. As a chemist you want to solve all the insoluble problems. However . . . the future in the world of today is dark. Therefore in 10 years you will probably be married and in business with your father. You will probably be bald and potbellied, but who cares now?" Chertoff is now heavy and has lost some hair. He never got to be a chemist, but he tried almost everything else. In 10 years he has been a civil service employe, a New York City policeman, a salesman, a metallurgical engineer and an engineering officer in the Navy. Now he has decided on the career of a dentist and is in dental school at New York University.





WOULD-BE SUICIDE Hyman Juskowitz, too poor to have his yearbook picture taken, looked forward to 10 years of " 'th' oppressor's wrong, the proud man's contumely, the pangs of despis'd love.' " "I know," he wrote, "that I shall be incapable of adjusting myself to the demands for socialization of one's thoughts and actions. . . . But there is one thing which helps me to be sincere in this letter—the thought (the wish) that I shall be dead in 10 years. This is *not* adolescent. I know that I shall in 10 years either have killed myself or else have died more passively." Juskowitz, now happily married, is teaching English at Long Island University. He feels he has adjusted quite well. But he still thinks that his prediction of death was not too bad. He spent five years in the Army, "killed some people" and was almost killed himself.

Copyrighted material

Van Raalte

"BECAUSE YOU LOVE NICE THINGS"

Forecast Colors
in the nicest of nylons

Tea Leaf: rich suntan—a warm beige (goes with bright shades, browns, navy, black).

Sandstorm: a medium taupe (goes with reds, navy, grey, black).

Gypsy Tan: a vibrant beige flattering to all spring colors and suntan skin.

Golden Hour: light, golden beige (goes with white, pastels and evening clothes).

At better stores everywhere. From $1.35 to $1.95



Copyrighted material



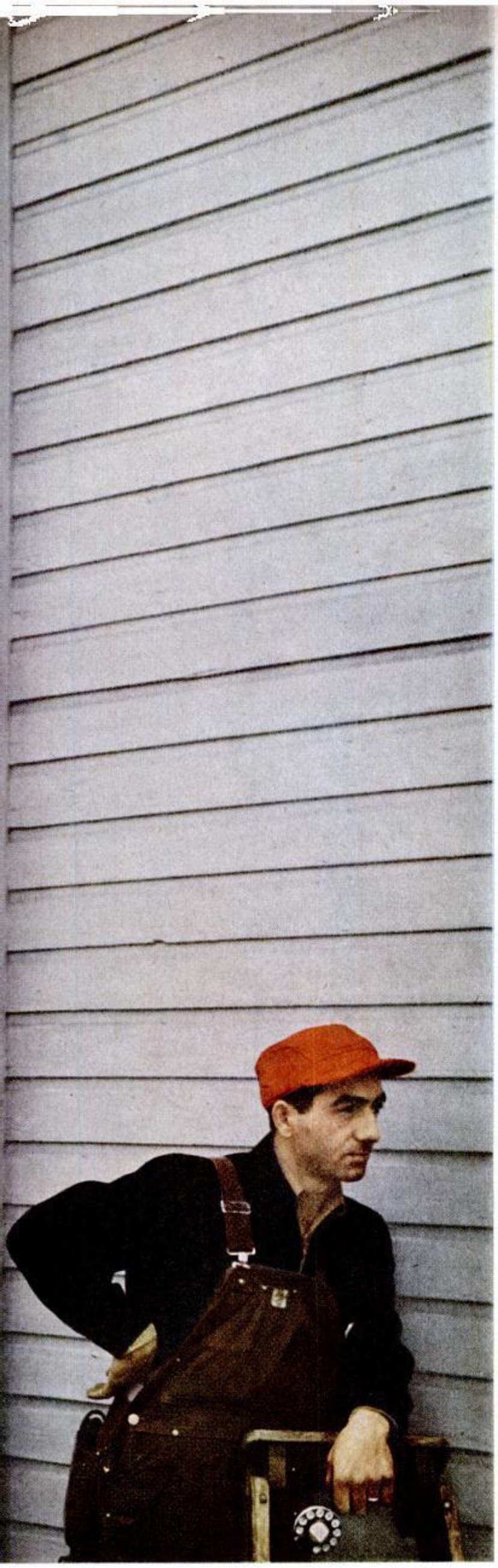
LUMBER STORE, near railroad station, was a good exhibit location. Painting at right was done by Kenneth Washburn, main mover of Ithaca's art renaissance.

Ithaca Paints

A lusty, fast growing enthusiasm for art transforms the whole town into a gallery

For one week in February the town of Ithaca, N.Y. (pop. 23,000) transformed itself into a vast and remarkable art gallery. In the store windows of the town, intermingled with hardware, vegetables, women's clothes, auto supplies and other assorted wares, were paintings done by the swelling numbers of Ithaca's amateur and professional artists who have turned their town into the country's liveliest and most unusual art center. There are today almost 300 Ithacans of all ages and occupations who paint and many others who sculpture, weave and make ceramics. Four nights a week they jam into the high school and nearby Cornell University

Copyrighted material





HARDWARE STORE displayed teacher's imaginary street scene (*left*), professional painter's seascape and dentist's view of a run-down farm outside of Ithaca.

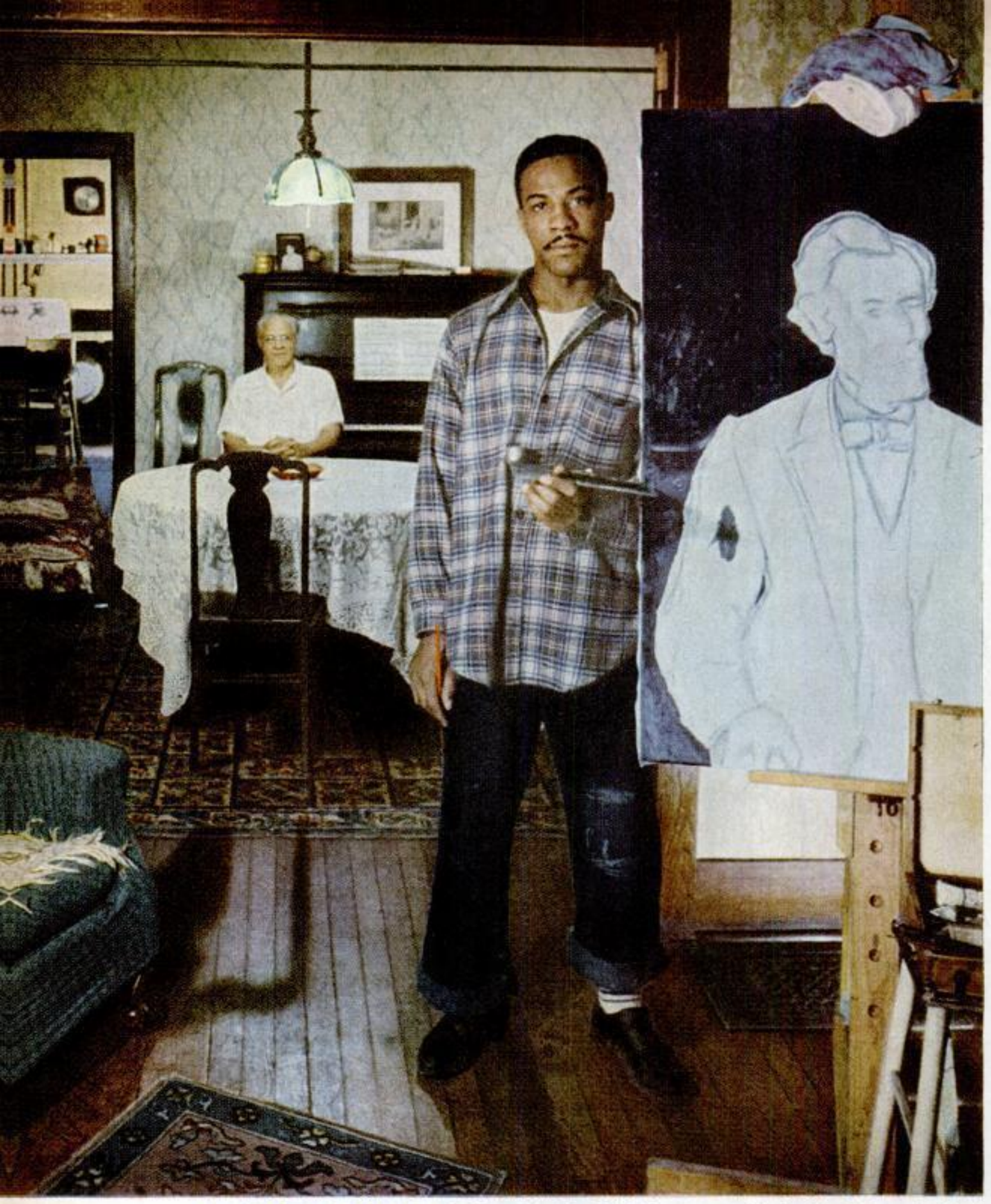
and lustily paint away at nudes and local scenes.

Three years ago Ithaca's art life was as desultory as it is in most small American cities. Then Kenneth Washburn, teacher of sculpture at Cornell, and a small group of other art-minded citizens took on the job of stimulating a community interest in art. They called an open meeting and formed the Ithaca Art Association which, with the support of the local newspapers, radio station and storekeepers, now keeps the town in a constant whirl of art functions. It has convinced Ithacans that art is no longer an exalted thing for a select few but a diversion anyone can enjoy, given the chance and the yen.

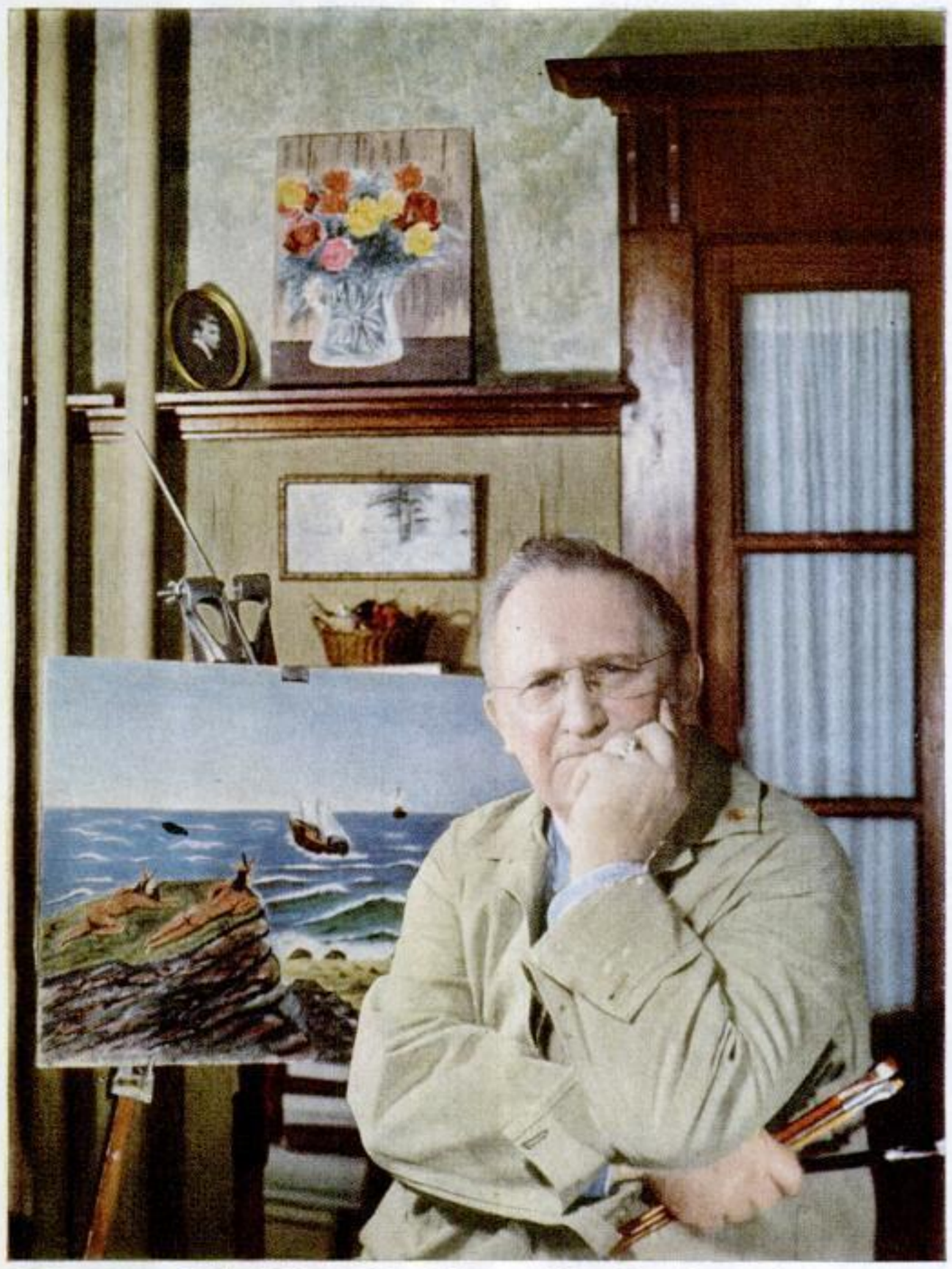
GROCERY STORE whose window reflects buildings across street exhibited local landscapes. Owner thought they made his fruit and vegetables "look fine."



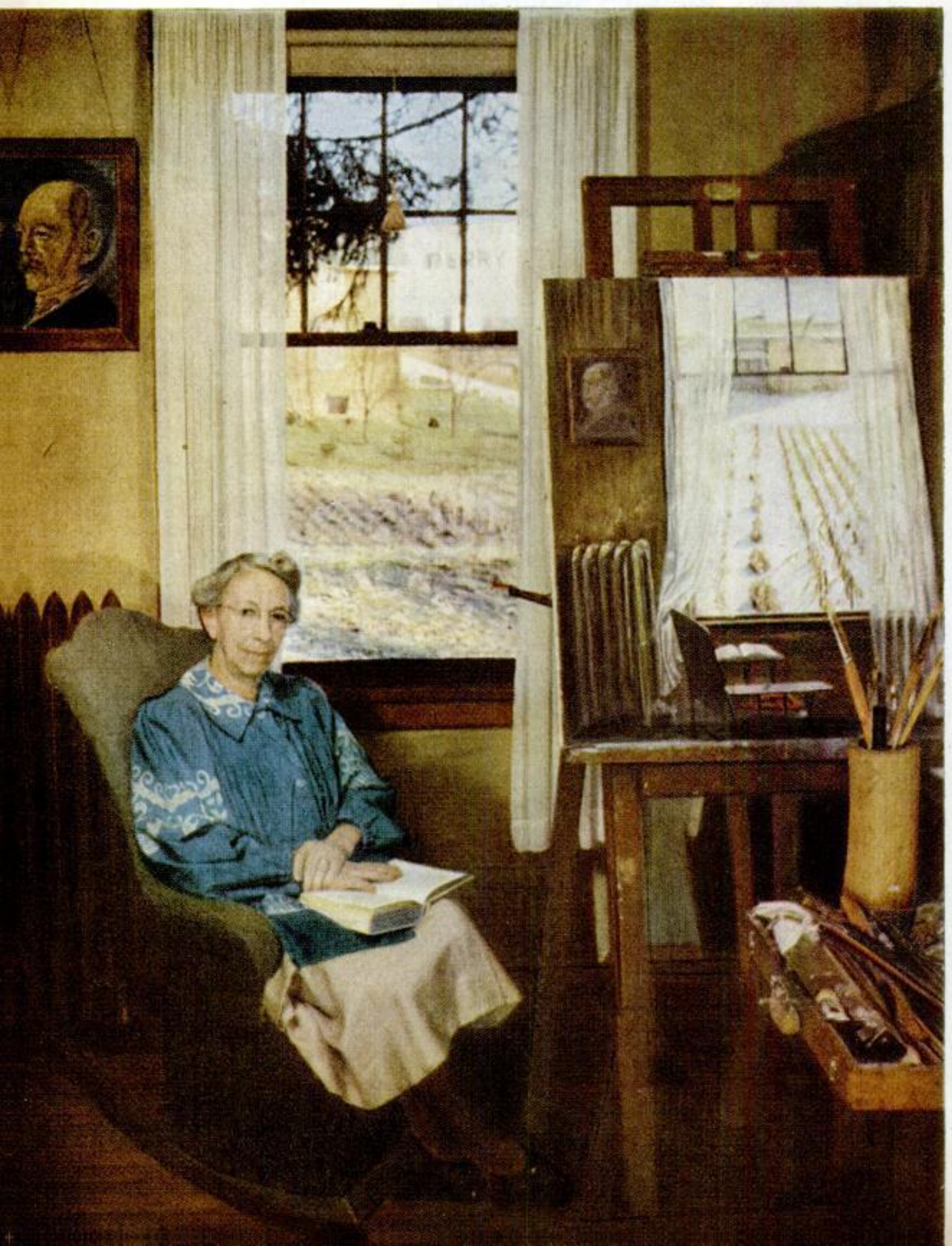
pyrighted material

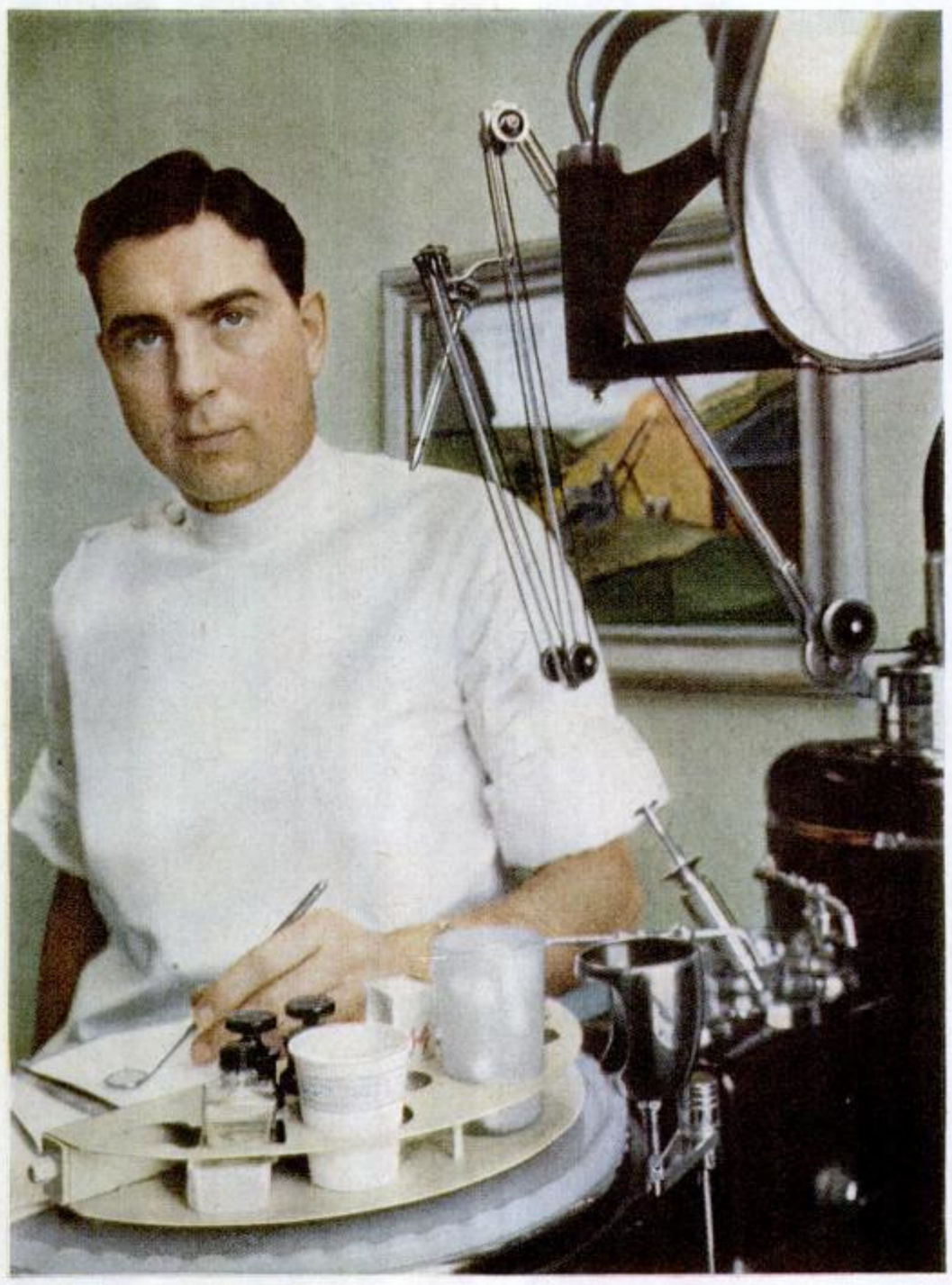


FACTORY WORKER LeRoy Smith, 26 (*above*), stands beside his unfinished portrait of Lincoln while his mother sits in dining room. Below is Bell F. Rahn, professor's wife, with her painting of the scene she saw through the window.



PROFESSOR Rollo Tallcott, 60, of Ithaca College, broods over his painting of Columbus discovering America. Town's most prolific painter, he does a picture in six hours, will paint anything from wild West scenes to Adam and Eve in Eden.

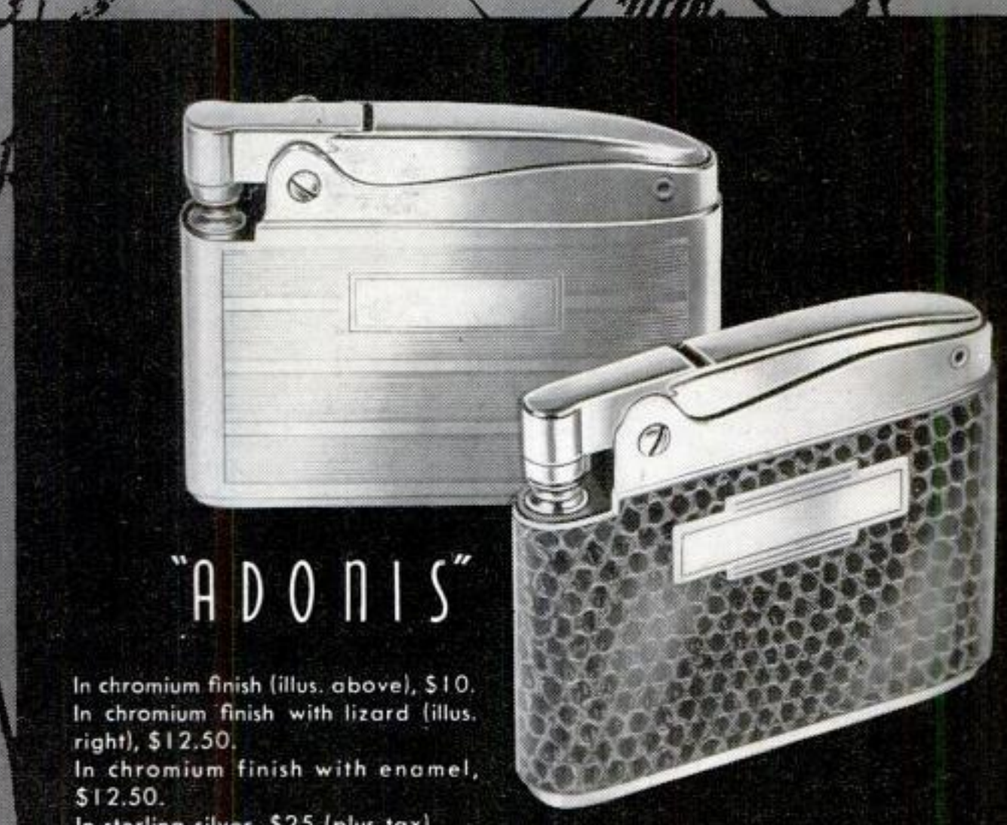




DENTIST O. K. Champlin, 39, prepares tooth filling in front of harvest scene he painted. He became so enthusiastic about Art Association, of which he is a vice president, that he founded a similar organization for dentists of New York State.

Copyrighted material

the Lighter Side of Fashion



"ADONIS"

In chromium finish (illus. above), $10.
In chromium finish with lizard (illus. right), $12.50.
In chromium finish with enamel, $12.50.
In sterling silver, $25 (plus tax).
In 14K gold, $200 (plus tax).

Slim, trim beauty is the outstanding feature of this distinguished, precision-built, pocket lighter with Ronson's famous, patented one-finger, one-motion lighting action. For men and women, the Adonis combines constant, day-after-day usefulness through the years with sleek, smartness of design.

See the models shown here and other handsome Ronsons for pocket, handbag, desk and table, at your favorite dealer, from $6.00 up. *Be sure it's really a Ronson, not just an imitation.*

FUN . . . EXCITEMENT . . . Tune in on Ronson's "20 Questions" every Saturday night (Sunday night, Pacific Coast), Mutual network.

HEAR RONSON'S "JOHNNY DESMOND SHOW" with the songs you love, every Sunday night, Mutual Network.

RONSON NOW ON TELEVISION in many principal cities.

PRESS, IT'S LIT . . . RELEASE, IT'S OUT!
Safely **out the instant you lift your finger.**

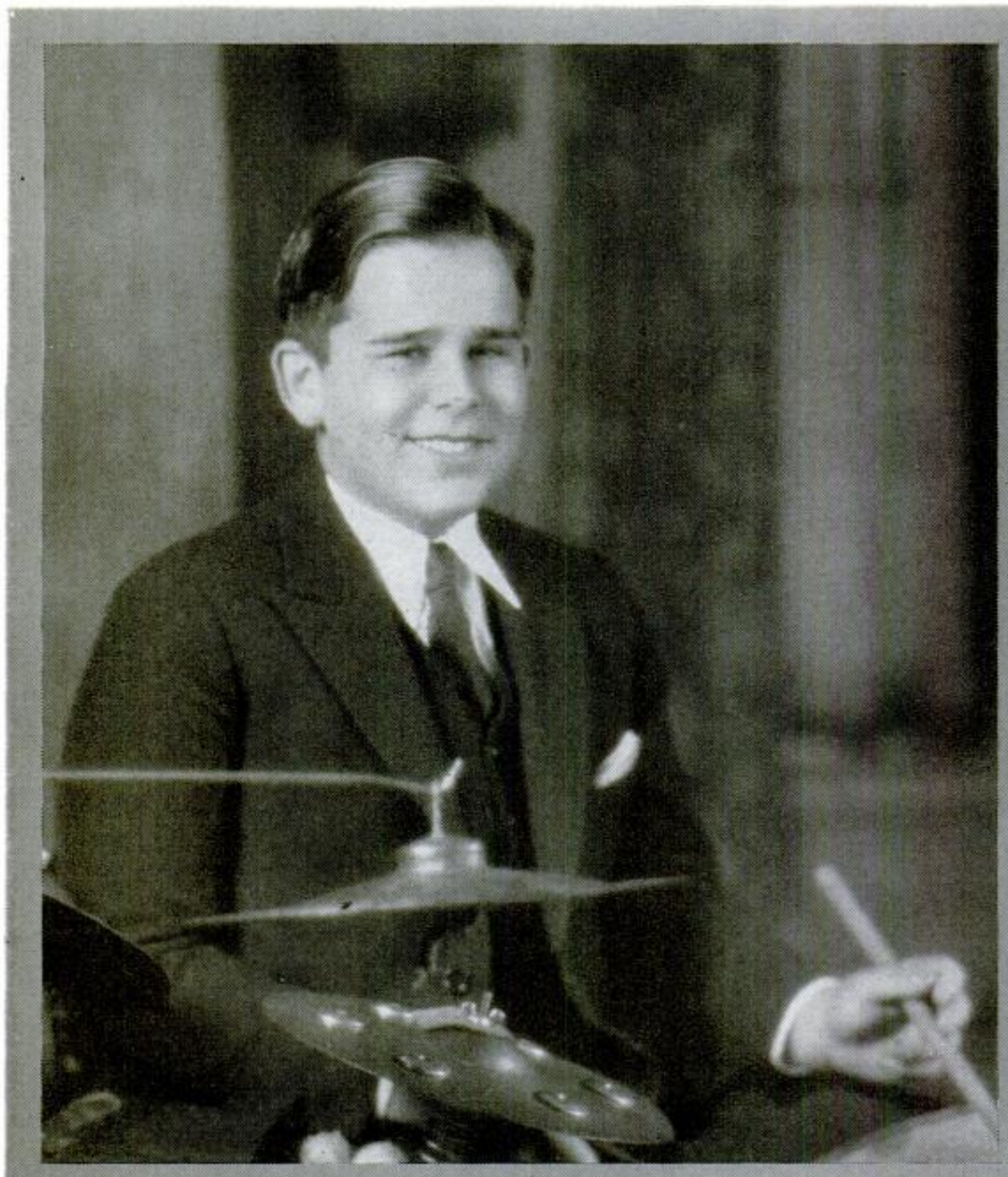
RONSON®

means **WORLD'S GREATEST LIGHTER**

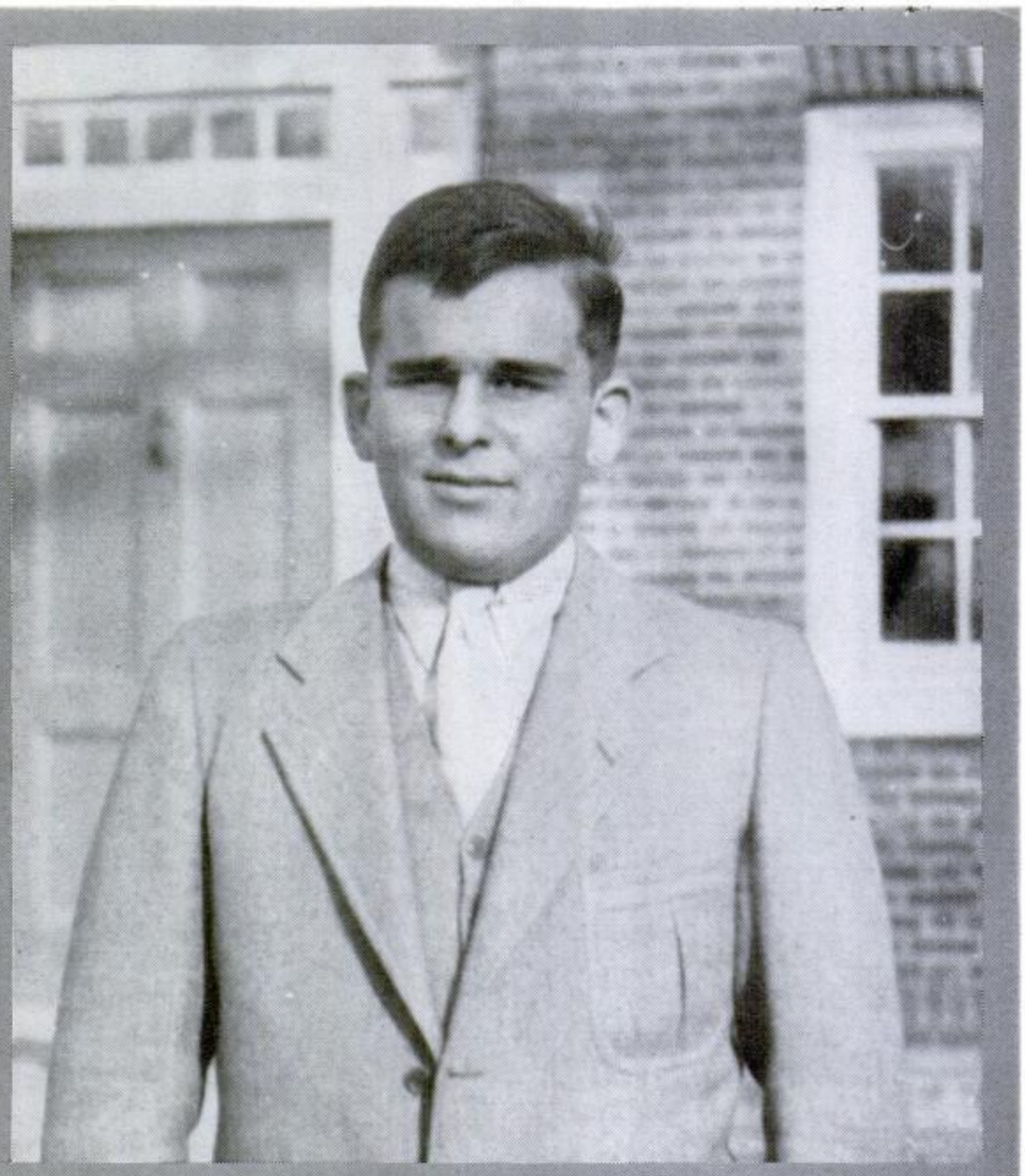
NEWARK, N. J. • TORONTO, ONT. • LONDON, ENG.



Copyrighted material



YOUTHFUL WISHBONE had thick black hair, a warm smile and loved to play trap drums. He grew up in St. Paul, Minn., where his father ran a wholesale woolen business.



COLLEGE BOY WISHBONE was a roly-poly, jolly lad with an endless repertoire of endless stories. He tried out for the Yale varsity football team, made the wrestling team.

Wishbone + Toni =

What's the class fat boy done since graduation? Made a fortune out

by PERCY KNAUTH

WHEN Yale men of the class of '36 get together to reminisce about their days 'neath the elms of Eli and the boys they used to know, the name of Richard Neison ("Wishbone") Harris is bound to crop up sooner or later. It recalls to mind the class fat boy, a roly-poly, 6-foot youth from St. Paul, Minn., famous in memory primarily for his colorful and endless speech; a bumbling, burbling, thoroughly likable young man who tried out for the varsity as tackle, made the wrestling team, majored (perfunctorily) in economics and, after graduation, rumbled back out West again. Remembering all this, the men of '36 are bound to say, "Ah, good old Wishbone. Wonder what he's doing now?" The answer is invariably electrifying. "Wish? Why, he got into the home permanent wave business—you know, 'Which Twin Has the Toni?'—and made $20 million."

Wishbone—he got the nickname because of his inordinate fondness for chickens' wishbones—performed this remarkable feat within 12 years of graduation, and the astonishment of his Yale classmates was shared by practically everybody in the American business world. The days of such Horatio Alger feats have long since, regretfully, been relegated to history, and Wishbone's revival of this old dream is regarded with some awe. It becomes more understandable on making the acquaintance of Wishbone the businessman. His friends are tempted to say with hindsight, "Well, if ever there was a guy who could talk 20 million bucks out of thin air, Wishbone is the man." They are hitting fairly close to the truth.

Now 34, Wishbone still embodies all those energies for which his classmates remember him. His roly-poly build has broadened to impressive proportions; he is almost as wide as he is tall. Save for a trick knee which kept him out of military service, he is almost noisily healthy. His gift of gab is unchanged; talk flows from him in a steady, colorful stream. No longer is it the artless chatter of a college youth, however; its cumulative effect today is that of the "snow job," the GI's admiring description of a piece of salesmanship which overwhelms the opposition by sheer volume. In the bright new headquarters of his Toni Company in Chicago he will hold forth endlessly on the subject of hair. With the tones of true dedication he will describe hair's structure, its chemistry, growth, history and the past, present and future of the beauty industry, of which he is now one of the top men.

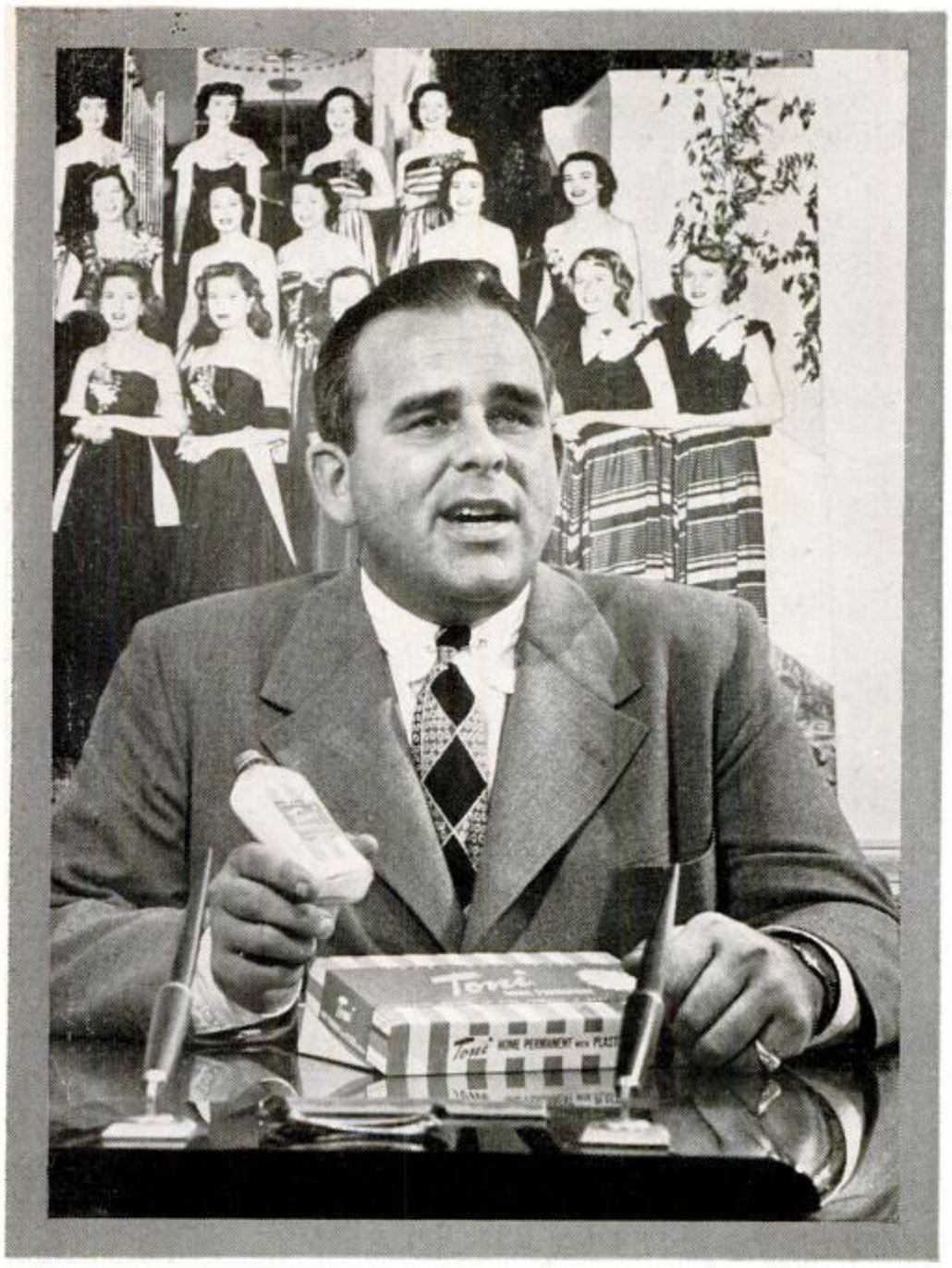
He is not used to success yet. As he walks through the rows of desks which fill his fourth-floor offices in the vast Merchandise Mart, only his bemused air of proprietorship distinguishes him from his employes. His white shirt is rumpled; his thick black hair disheveled from running his stubby, nail-bitten fingers through it. He smokes continuously and finds difficulty in sitting still. At conferences, when listening to others, he shifts eagerly back and forth in his chair until he can get a word in. He has a sharp and serious eye for sales points—the color of a Toni twin ad, the nature of the twins' smiles, the angle of printing on the product name. But occasionally, when he stops to think about it, the galloping success of his business strikes him as funny, and he infects his entire staff with the idea that their business is somehow a vast joke. This makes for a distinct sparkle in the Toni organization.



DESK SET features gilded wishbone sent by an admiring friend. Gilded shoe is his son's first.

Toni publicity is wild but shrewd. Within the last few months Toni executives have sent six sets of Toni

Copyrighted material



TONI'S WISHBONE has achieved impressive girth. He has three children: Katherine Patricia, 8, King William Wishbone, 5, and baby daughter Toni.

$20,000,000

of a home hair curler, that's all

twins on an aerial tour of England and Western Europe to start their worldwide sales, dispatched two motorcades of twins from Chicago to tour 75 of the largest cities in America for five months, initiated a national twin contest, given away $500 worth of layettes and baby equipment to each set of girl twins born on New Year's Day and flooded the toy market with a Toni doll whose hair can be waved with Toni Play Wave kits. All of this has helped to push the sales of the Toni Home Permanent Wave kits beyond the 60 million mark, and Toni's sales and publicity ideas are getting wilder all the time.

Toni's success has its origin in the age-old and inordinate desire of the human female to beautify herself beyond the gifts that nature gives her. Hair styling has always ranked high in these efforts and the crux of hair styling is the wave. In the 19th Century a Frenchman named Marcel cashed in on this with his discovery that hair could be waved temporarily by winding it around a heated rod or curler. This system, crude and unsatisfactory as it was, received enough enthusiastic attention to lend Marcel's name to artificial waving until electricity came along and made the permanent wave machine possible. On the permanent wave, ranging in price from $15 to $150, the beauty parlor industry of America grew to billion-dollar size after World War I.

The third great discovery, the cold wave, was made in the early 1930s. In simplified language scientists explain it as follows: the hair is made up of chainlike molecules held together by cross links and protected by a horny outer covering or cuticle. The cross links give the hair fiber its shape; when a cold-waving lotion is applied, the links soften and relax, leaving the molecules free to move into new positions—in this case, the curled shape of the fiber curler

CONTINUED ON NEXT PAGE

PUT FRESH, THE NEW CREAM DEODORANT, UNDER THIS ARM. SEE WHICH STOPS PERSPIRATION— PREVENTS ODOR BETTER!

ARE YOU REALLY SURE OF YOUR PRESENT DEODORANT? TEST IT. PUT IT UNDER THIS ARM

FRESH
REG. U.S. PAT. OFF.
CREAM DEODORANT
STOPS PERSPIRATION

Are you really
Lovely to Love?
try the test below

Have you ever wondered if you are as lovely as you could be—are you completely sure of your charm? **Your deodorant can be the difference . . .** and you will never know how lovely you *can* be until you use FRESH.

FRESH is so completely effective, yet so easy and pleasant to use . . . Different from any deodorant you have ever tried. **Prove this to yourself** with the free jar of creamy, smooth FRESH we will send you.

Test it. Write to FRESH, Chrysler Building, New York, for your free jar.

use FRESH and stay fresher

Copyrighted material



This is
a fine shoe

...new for spring

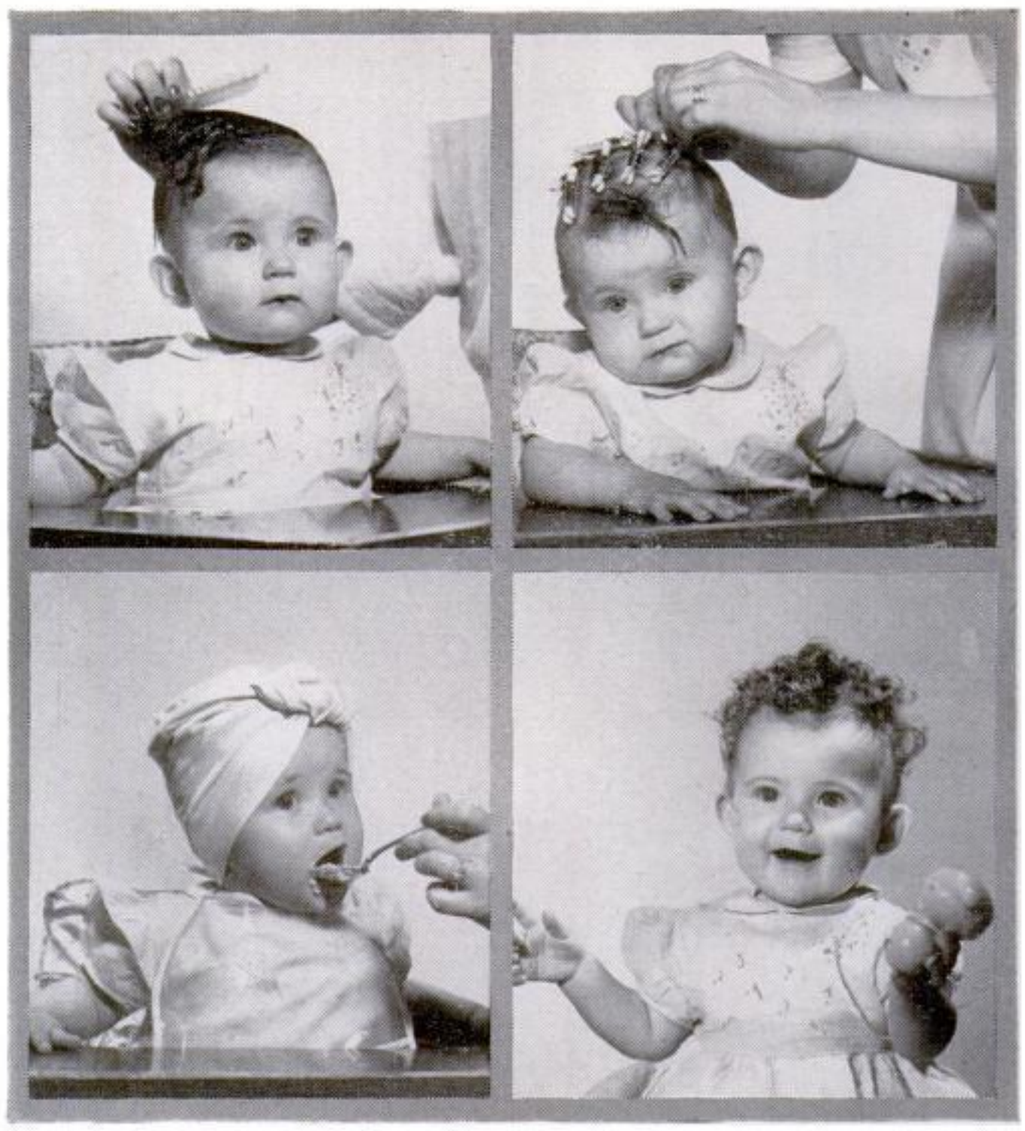
for **STYLE** • *for* **COMFORT** • *for* **WEAR**

Here's up-to-the-minute styling, fine leather, master craftsmanship . . . all yours at a price that says *breathe easy!* Slip into a pair of new Johnsonians at your dealer's . . . see if your feet and budget don't *agree!*
Endicott Johnson Corporation, Endicott, N. Y., St. Louis, Mo., New York, N. Y. $8.95 *some styles higher*

Johnsonian
"THE SMARTEST SHOES ON THE SQUARE"



And for boys, Johnsonian Jrs.



FOUR STAGES OF THE TONI WAVE are demonstrated on hapless little (9 months) Deborah Ann Boggs by her doting mother. Comb (*top left*) prepares her hair for fiber curlers which, as her face (*top right*) indicates, is most trying step in proceedings. With wave lotion getting in its licks under turban (*bottom left*) Deborah comfortably eats lunch. Next comes neutralizing, then rinsing until finally (*bottom right*) Deborah happily shows off her new wave.

WISHBONE CONTINUED

around which the hair is wound. Application of a neutralizing lotion thereupon fixes the cross links and makes the curl "permanent," which is to say that it lasts generally as long as it takes for new hair fiber to grow out from the scalp behind it. The chemical solutions effecting this change were usually based on ammonium thioglycolate, and the wave they made lasted as long or longer than heat-treated hair. The new discovery was launched with great fanfare.

Into the hullabaloo thus created there entered, in 1937, Wishbone Harris, with all the brashness of his youth, his Yale education and $5,000 staked on him by his father. He was as ignorant of the beauty business at the time as any male could be. But he put his $5,000 into a small and moribund company known as Noma, which supplied heating pads, curlers, wave lotions and other products to the beauty industry, and he set himself to learning about hair. In six years Noma grew into a $500,000 business and Wishbone found his mind beginning to wander around the tantalizing possibilities of the beauty world.

At that time there were some 100,000 beauty parlors in the U.S. and 25% of their business was in cold waves. Beauty parlor waves, even though the cold wave had brought their prices down to a minimum of around $7.50 to $10, were still beyond the reach of many women, for reasons not only of time but also of money. With the proper ingredients and careful instructions, Wishbone figured, it should be possible for millions of women to give themselves cheap cold waves at home. As for the time consumed, once the hair was set and the solutions were getting in their work, there should be no reason why a woman could not go about her business around the house, employing usefully the hours she otherwise would spend idly in a beauty parlor chair.

The potentialities of such a product were alluring. In the U.S. there were some 72 million women, of whom roughly half had never waved their hair for lack of money or time. If they could be induced to buy home wave kits, and if the kits could further capture a reasonable proportion of the current beauty shop patrons, sales might soar into the high millions.

Wishbone was not the first to think of this; there were at the time three other kits on the market. But none of them had caught the fancy of American women on a large scale. The field was still wide open and Wishbone, who reacts to the sight of an unwaved head much as a missionary does to an unconverted heathen, hearkened to the call.

CONTINUED ON PAGE 76

Copyrighted material

Check all these Advantages you'll enjoy at home or away when you

RENT A NEW CAR FROM HERTZ

and Drive it yourself



at home For business—for pleasure—or in an emergency—you can enjoy carefree driving in a new car from Hertz, as private as your own, and properly insured.



or away Rent a new car to drive where you will whether its on business or pleasure. Or if you prefer, you can arrange to have a car waiting for you at your destination.

√ **CONVENIENT WHEREVER YOU ARE** . . . You can enjoy Hertz Driv-Ur-Self service—reliable, uniform, courteous—at home or in any of nearly 400 cities throughout the United States, Hawaii, Cuba, Puerto Rico, Canada. Hertz is the only nation-wide and international system—largest in the world—over 25 years' experience.

√ **PRIVATE CAR PLEASURE** . . . When you rent a car from Hertz it's as private as your own. It's a new Chevrolet or other fine car. It's in tiptop condition. It's properly insured.

√ **AS EASY TO RENT AS A. B. C.** . . . (A) Go to a Hertz station. (B) Show your driver's license and identify yourself. (C) Step into the car and go! *It's as simple as that.*

√ **RESERVATIONS** . . . Reserve a new car at your local Hertz station—for use at home or in any of nearly 400 cities. Reservations can also be made in advance at air line or railroad ticket counters and at travel agencies. The car will be ready for you on arrival. Thus you go by plane or train and enjoy the car as your own when you get there.

√ **HERTZ NATIONAL COURTESY CARDS** . . . As a responsible Hertz patron you are entitled to the famous Hertz National Courtesy Card. Your Courtesy Card identifies you and is honored by all Hertz stations everywhere.

√ **REASONABLE RATES** . . . You can rent a car from Hertz for as little or as much time as you wish—for an hour, a day or a week, or for as long as you like. Rates are reasonable. (See example below).

√ **A TYPICAL RATE EXAMPLE**... In Rockford, Ill., 217 S. Church St., a car taken out on any weekday—driven 50 miles, returned within 24 hours costs $8.50, including gas, oil and insurance, *regardless of how many ride.*

Yes, Hertz is the convenient way, the time-saving way, the fun way! For complete information, call your local Hertz station listed under "H"—"Hertz Driv-Ur-Self" in your telephone directory. For complete directory of all Hertz stations, and full information, write Hertz Driv-Ur-Self System, Inc., Dept. 249, 218 South Wabash Avenue, Chicago 4, Illinois.

TRUCKS . . . Hertz is also the world's largest truck rental organization. Trucks are available at most Hertz stations for transient use or on long-term lease. Call your local Hertz station for full information and complete details.



NOW SERVING YOU IN NEARLY 400 CITIES

NOTE: *To serve more cities and towns, licenses are being granted to responsible local interests to operate as part of the Hertz system. For complete information write Hertz Driv-Ur-Self System, Inc., Dept. 249, 218 South Wabash Avenue, Chicago 4, Illinois.*

You can Rent a new Car from **HERTZ** *as easy as* A B C

Copyrighted material

when you need it most



When you're busy elsewhere
A new automatic Gas range turns on, cooks entire oven meal and turns off *by itself!*



When you're in a hurry
Top burners, oven, broiler, light to any exact heat you want *instantly*—automatically!



When you cook "to order"
Only smokeless *flame* broiling caters to every taste from rare-and-juicy to done-through!



When you bake in batches
Air-circulated Gas ovens bake 4 cake-layers at once with the same uniform texture!

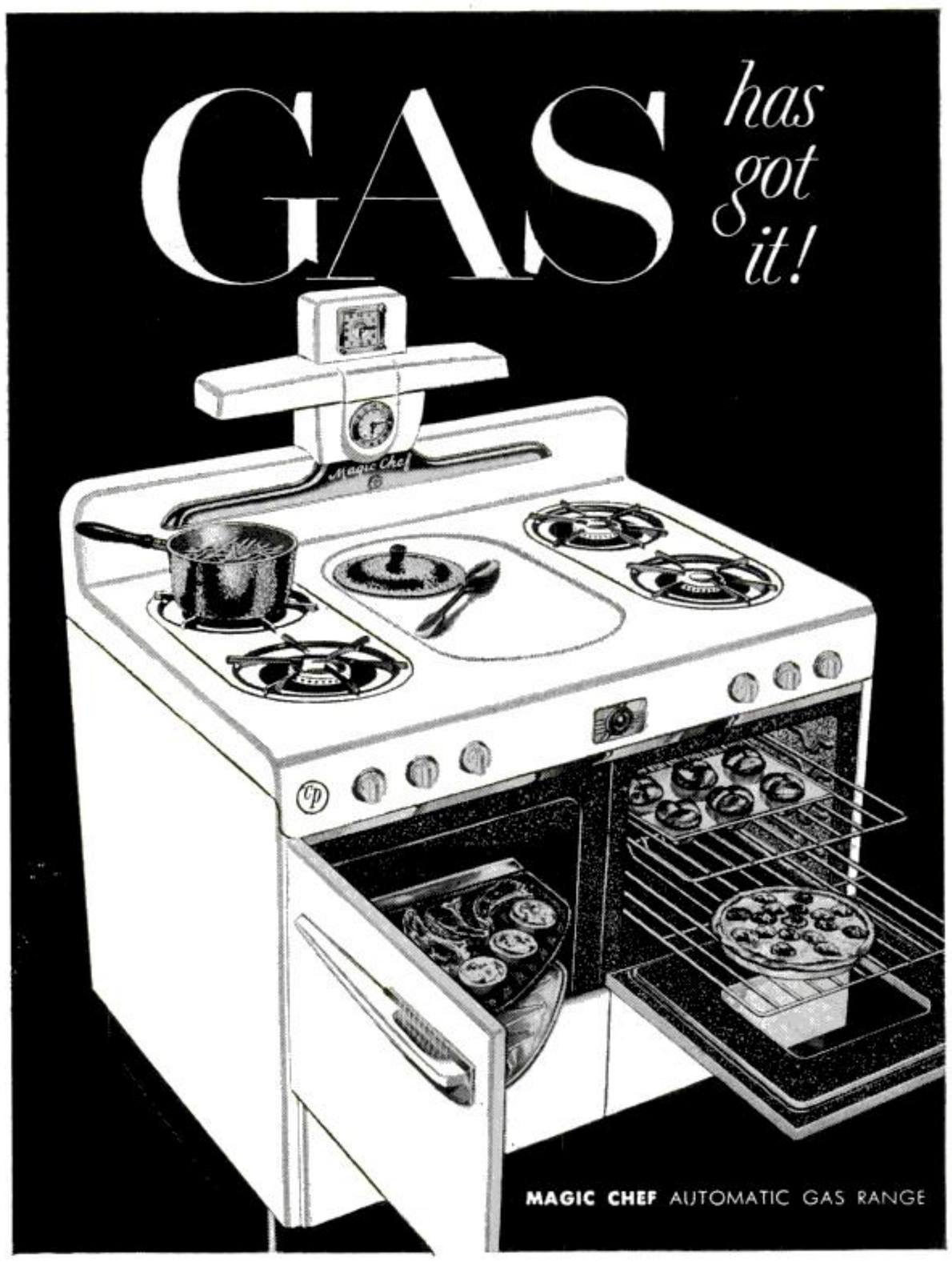


When you have company
Guests are impressed with the cleanliness and coolness of a smart new insulated Gas range!



When you count pennies
New Gas ranges cost less to buy, maintain, *operate* than any other automatic ranges!

GAS *has got it!*



MAGIC CHEF AUTOMATIC GAS RANGE

Special occasion—or just plain wonderful food *every* day—a new Gas range is always the best that money can buy. This new MAGIC CHEF "CP" Gas range tells you why...as do all the other famous "makes" built to "CP" standards now at your Gas company or appliance store. Choose the one that suits your family. And for the next *must* in your "New Freedom Gas Kitchen" get a Servel Gas refrigerator!
AMERICAN GAS ASSOCIATION

WISHBONE CONTINUED

In 1943 he packed powders in a little box, enclosed instructions and a set of fiber curlers, called the whole thing "Rol-Wav" and advertised it as a mail-order product in national magazines for 25¢. He put $25,000 into the venture and then sat back waiting for the orders to roll in. The $25,000 and Rol-Wav sank out of sight without a ripple.

"I told the mailman," Wishbone recalls today, " 'Wait till Monday morning, you'll be snowed under.' I figured we'd have trucks backing up to the door. Well, Monday came around and we got six letters."

"Main thing," he says now, "it wasn't a satisfactory wave. We gave 'em powders and told them how to dissolve 'em to make a solution. That left too much chance for error. Then the price was wrong. When women have been buying something for 10 or 15 bucks and you come along and say you've got the same thing for a quarter, they just won't believe it's any good. And our advertising was way off base. We spent $5,600 on national advertising. There's no sense in trying national advertising before you've started selling. So we bowed out. Our regular beauty business kept on going, but I dropped the home wave for a while. I decided next time I tried it I'd do it differently."

The next time Wishbone put research chemists to work with Noma's solutions to find one that was versatile enough to wave any normal head of hair without injury to the scalp or hair fiber. Then he tackled the packaging and merchandising. The standards by which merchants judge a packaging job are esoteric. Wishbone spent long hours experimenting with colors, stripes, shapes and lettering in an effort to find a winning combination. To write a set of foolproof instructions which even the dimmest witted of his potential housewife customers could grasp, he read up on the structure, history and care of hair. Often he worked late at night in his garage mixing solutions and testing other products.

"A tony name"

MEANWHILE he searched for a name. He wanted one that would be simple and yet have distinction. He found it one day when he was driving a Noma distributor to Detroit. "As usual," he says, "I was pumping this guy for a name. He said, 'What you need is a tony name—one with class, like a tony suit.' That word tony stuck in my mind. I liked it. I worked it around a lot, changed the spelling to an 'i' instead of 'y' and using a small 't.' It looked good. *toni*. The toni wave. As it turned out it was the perfect name—short, clear, wonderful for printing, good for radio. I liked it fine."

Finally satisfied that he had a product and a name to go with it, Wishbone took $1,000 in 1944 and started the Toni Company. He set the price at $1.25. "That wasn't too high, and it wasn't too low," he says. "Naturally this was a more expensive kit than Rol-Wav; but also I wasn't going to make the mistake of cheapening the product again." Now all he had to do was sell his kits. "This time," he says now, "I decided to start small and grow slowly. I figured I'd try the Twin Cities first."

His start in Minneapolis and St. Paul was discouraging to a degree that would have put any normal salesman off the idea permanently. He had determined to sell Toni from store to store, about as elementary a way of launching it as anyone could devise. The first chain drugstore owner he tackled assumed a glassy stare the minute Wishbone mentioned home permanents. "I've got my shelves full of them," he said, "and I can't sell any."

This was a contingency which Wishbone had not entirely foreseen. "Fact was," he recalls, "at that stage of the game home wave kits were still rather crude. One of them had gone over big, but then it dropped away off and stores had gotten leary of the whole idea. So I had to buck that too."

At store after store Wishbone got the same reaction. Finally in pure desperation he made a proposal which turned out to be the foundation stone of Toni's advertising-distribution methods from then on. "Look," he said to one flintily sales-resistant drugstore chain owner, "if you'll put $54 worth of Toni kits on your shelves, I'll take out $54 worth of advertising and run it under your name. If they don't sell, I'm out 54 bucks. If they do, I'll get my money back and you'll have your profits. Either way you can't lose. How about it?" The drug man thought a minute, then said he would try it.

Wishbone delivered his kits and took out the ads. Then he went out to push sales himself. He visited the salesgirls in the stores, pointed out his product, explained what it was. He offered to give them a free demonstration right then and there. If they agreed, he put on a white apron and went to work. When people asked what Toni was, the girls would point to their own curly locks and say,

CONTINUED ON PAGE 78

Copyrighted material

Revolutionary New Sleeping Comfort!



Serta questioned hundreds of orthopedic doctors, took x-ray photos and stroboscopic action pictures. Here are the facts:



©1949



You Sleep *ON* It — Not *IN* It!

Fig. 1—X-ray photo shows a normal person lying on the "Perfect Sleeper" Mattress—built to specifications approved by orthopedic specialists. Notice the spine is given *level*, even support. This makes complete relaxation possible . . . permits more restful sleep.

Fig. 2—Same sleeper on common type of soft mattress with many individually covered coils. Notice body sinking into mattress. Doctors say this often causes muscle strain and backache. "Form fitting" springs also confine body heat, causing restless sleep.

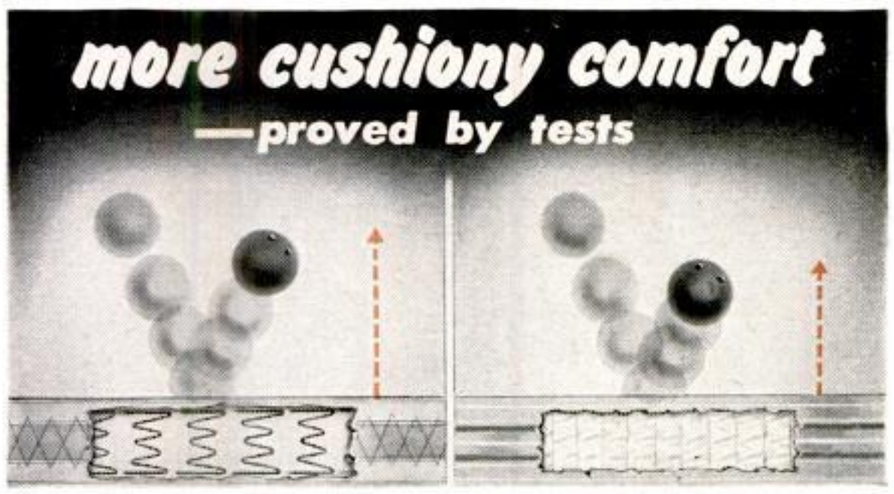


Fig. 1—Laboratory photos show that bowling ball dropped on a "Perfect Sleeper" bounces high! This proves the extra springy resiliency of this mattress which combines with healthful support to give complete sleeping comfort.

Fig. 2—Same test made on a common type of soft mattress with many individually covered coils. Note the low bounce of the bowling ball on this mattress—as compared with the high bounce produced by the "Perfect Sleeper."

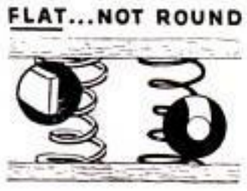
Exclusive Serta Features

. . . the secret of this wonderful comfort



"Uni-Matic" Spring Top—Steelbands lengthwise across top and bottom of innerspring unit weave coils into one big, resilient cushion . . . provide healthful, more restful "all-over" support.

FLAT...NOT ROUND



Reinforced Center Panel—Patented "Ribbon Steel" coils in center section of mattress give far greater "live" resiliency where you need it most—more relaxing, more satisfying!



For Every Size or Weight—"Perfect Sleeper" adjusts automatically to your individual comfort needs.



"Perfect Sleeper" Box Spring—with scientifically improved raised edge construction gives ideal support and protection to the mattress, completes your healthful sleeping comfort. Dustless, noiseless—dresses your bed more beautifully.

Serta

Look for this label—Your guarantee of dependable quality and value.



Serta "Perfect Sleeper" mattress

America's Greatest Mattress Value!

Only $49.50

Matching Box Spring, Same Price

"Perfect Sleeper" Supreme Mattress cushioned with Foam Latex		$79.50
"Perfect Sleeper" DeLuxe Mattress and Box Spring	each	59.50
Serta-Rest Mattress and Box Spring	each	39.50
Tiny "Perfect Sleeper" Crib Mattress		16.50

(Canadian Prices Slightly Higher. All Prices Subject to Change Without Notice)

Serta Bedding Available in Twin, ¾ and Full Size — Also Extra Widths and Lengths.

more restful smooth-top

—approved by thousands



Exclusive Serta tuftless construction features make it more comfortable, more restful. Non-stretch, non-shift, non-sag—no buttons, bumps or hollows to disturb your rest. Built by recognized leaders in tuftless mattresses — enjoyed by hundreds of thousands of satisfied users from coast to coast.

"Sertaseptic" coverings resist certain disease germs and molds—retain freshness longer.

UNCONDITIONALLY GUARANTEED

Every "Perfect Sleeper" Mattress and Box Spring is Unconditionally Guaranteed against any defects caused by faulty materials, workmanship or construction.

SERTA ASSOCIATES, INC. 666 LAKE SHORE DRIVE, CHICAGO, ILLINOIS

Copyrighted material



GIVE YOUR PURSE A HOLIDAY IN Ontario

All Year CANADA'S VACATION PROVINCE



You'll get a pleasant surprise when you visit Ontario—so much to do—so much to see—and at prices so reasonable that your purse bursts right out laughing.

Why not take advantage of this situation? Enjoy a wonderful holiday, and save money.



Ontario with its 400,000 square miles of great outdoors has everything to offer. Sun-swept beaches . . . crystal-clear lakes... quiet streams...fishing, golf, tennis ...thousands of interesting spots to explore. Every member of the family will find a pastime to match his or her pleasure in Ontario.



Plan now to get more for your money, ... and join the fun in Ontario which you will really find to be--"Canada's Vacation Province". Write now for information.

There are always exciting things to do in Ontario

Ontario Dept. of Travel and Publicity,
E4, Parliament Bldgs., Toronto, Ontario.

Please send me free information about Ontario.

Name _____

Address _____

City _____ State _____



SALESMAN WISHBONE comments forcefully on new Toni drug store ad. Brother Irving (*right*) invented twin slogan, handles company's financial side.

WISHBONE CONTINUED

"I've got one myself. See?" The $54 worth of kits sold out, and the drugstore owner bought more. That was in July 1944. From that day on Toni was never in the red.

Wishbone was then only dimly aware of the avalanche he was starting. Toni expanded in the Twin Cities and moved out beyond them. In 1945, the first full year of operation, it captured 35% of the growing home permanent market. Sales figures moved past the million-dollar mark. With things getting too big for him to handle alone, Wishbone sent an SOS to his brother Irving, who was in business out in California. He offered Irving a half interest if he would come and help him to channel the avalanche. Irving, four years older than his volatile brother, took one look and came in. A tall, thin, dark man with rimless glasses and a placid manner, he took over the administration and advertising. One evening Irving had the biggest advertising idea in Toni's history. He recalls he was thinking about twins. The thought struck him that maybe Toni could use twins—one with a Toni wave, one with a beauty parlor job—as a comparative advertising scheme. He worked the idea out in detail, then tried it. It became, finally, part of the American colloquial, "Which Twin Has the Toni?" Radio gagsters picked it up, jokesters paraphrased it, teen-agers adopted it as part of their slang. "That slogan," says Irving fondly, "had everything. And the best thing about it—it had product mention."

A corner on twins

BESIDES being one of the most successful advertising slogans of the decade, the Toni twin idea also got the Toni Company into what has since become practically a sideline business. Toni has, in effect, a corner on the twin market in America. To keep the company supplied with twins, a full-time twin-searching and twin-testing staff has been set up, headed by Miss Coralie Schaefer, a bright-eyed, energetic woman who spends all of her time looking for and at identical female twins between the ages of 14 and 25. The names of some 500 sets of twins are on file in her Chicago office; she estimates that she has interviewed several thousand of them. Twins have been turned up in a Los Angeles hairdresser's shop, a Dublin, Ireland department store, the skating rink at New York's Rockefeller Center and in an airplane—in that case they were the hostesses. Miss Schaefer gets a good deal of help from such outside sources as agencies, society columnists, twins' clubs and just plain twin-admirers; she has spent so much time in her search that she claims a special ability to pick twins out of a crowd instantaneously.

During 1948 Toni was selling about 85% of all home wave kits used in the U.S. Since Toni's research indicates that 60 out of every 100 permanents last year were given in the home, the com-

CONTINUED ON PAGE 83

Copyrighted material



Style 3640



Style 3672-2



Style 3303

Style 3570



Style 3314



Style 3394-1

Your child takes 30,000* steps a day!





Make every step a step to future foot health!

RED GOOSE "Built for Action" Shoes

Proper fit provides the freedom that lets every step exercise and strengthen a growing foot. This freedom is essential. But it isn't enough. Growing feet need the protection of support, too. With Red Goose "BUILT for ACTION" Shoes you get both: freedom in action—support in action!

Shoes must *continue* to fit as the shoes wear and the foot grows. Red Goose exclusive design allows for growth without sacrificing support, while fine leathers and "extra reinforcements at points of strain" hold that fit. And hold value, too!

So, buy Red Goose "BUILT for ACTION" Shoes, for proper support as the foot grows and as it exercises!

"HALF THE FUN OF HAVING FEET"

*According to Dr. Joseph Lelyveld, Chairman, National Foot Health Council. With facts like these, no wonder wise mothers choose Red Goose Shoes for their proper fit.

TESTED AND COMMENDED PARENTS MAGAZINE CONSUMER SERVICE BUREAU

Guaranteed by Good Housekeeping

REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

Red Goose

RED GOOSE SHOES

BUILT FOR ACTION SHOES for boys and girls

also Friedman-Shelby Shoes

Consult your Classified Phone Directory or write for the name of your Red Goose or Friedman-Shelby dealer.

RED GOOSE DIVISION • INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MISSOURI

Copyrighted material

How to put Spring Zing in your Ford



When winter departs, it leaves cars tired and listless. Slippery pavements, deep snow, icy cold... winter conditions wherever you live... all affect the operation of your car... and the chances are it needs a real Spring Tonic.

Why delay? See that it gets a thorough Spring tune-up... the kind you'll find wherever you see the oval blue Genuine Ford Parts Sign. There, skillful mechanics will change lubricants... flush radiator... check battery, tire pressure and fan belt... inspect spark plugs, check lights, and get your Ford ready for Spring driving.

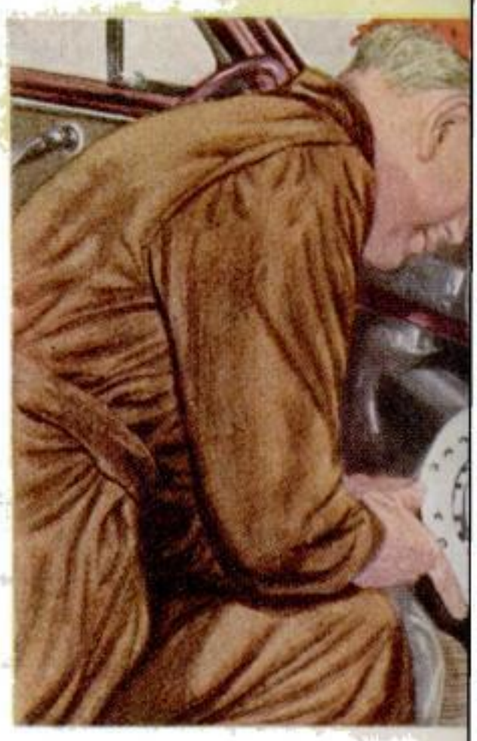
What *you* should do is ask for a thorough, bumper to bumper check and adjustment of all the parts of your Ford that Winter may have affected. On these pages you'll find the parts that take the worst beating from Winter, and some tips on how to tell if they need adjusting or replacing. So check up on them now.

Where to go for this check-up? At all Ford Dealers, and at selected Independent Garages displaying the GENUINE *Ford* PARTS sign. That sign is your assurance of having installed....

Parts that are right for Fords



GENERATOR...If your ammeter needle shows discharge, it's usually a sign that your generator isn't working right. It's the heart of your car's electrical system, and when out of order, it needs prompt attention. If you need a new one, specify a Genuine Ford Generator that's just right for your Ford.





DISTRIBUTOR... Winter is hard on distributors. If your engine is missing and pick-up is sluggish, it's time to have your distributor checked. Chances are, the points need cleaning... but if necessary, you can get a new Ford Distributor wherever you see the Genuine Ford Parts Sign, to restore your car's power and pep.

CLUTCH... Not
slipping, chattering
bucking, jittering
a clutch check-up
worn by winter's sli
Ford Clutch Discs a
your Ford's smooth

Copyrighted material





FUEL PUMP... If your car is hard to start, and logy when started, check up on the fuel pump. Chances are, Winter has made it inefficient... and it may be ready for replacement. A Genuine Ford Fuel Pump is the answer. It can be installed in minutes to give you sure starts and carefree driving.



CARBURETOR... If your car uses too much gas, or stalls in traffic, drive in at the oval blue sign and ask the mechanic to adjust your carburetor for Spring. If necessary, he'll install a Genuine Ford Carburetor, to insure the usual fine Ford performance and economy.





SHOCK ABSORBERS ... Rattle, rattle... bounce, bounce! That's a sure sign that the shock absorbers on your car aren't working right. Snow, ice, winter weather play hob with shock absorbers... but you can have them adjusted easily and enjoy smooth riding comfort. If replacement is necessary, be sure you get Genuine Ford Shock Absorbers... engineered for Fords.

ing's more annoying than a clutch. The symptoms are a ar. But the cure is easy... nd new discs to replace those pery starts and stops. Genuine e easily installed. They restore get-away.

PISTON RINGS... Using too much oil? It may be worn piston rings. Winter driving is hard on them, too. Determine whether you need a new set... and if you do, get them where you see the Genuine Ford Parts Sign. You'll save money and get real Ford performance with Genuine Ford Rings.

Always specify Genuine Ford Parts—
Made right to fit right to last longer

Copyrighted material



Why not get that new carpet now?

GOT A BEAUTIFUL NEW CARPET on your mind? Why not get it on your *floor?* Certainly nothing you can buy will make a greater, quicker, lovelier change in a room.

So, make the change now! Make magic with new color, new design, new beauty . . . in the *biggest single item in your room.*

Make tomorrow that long-put-off day when you go see the man who'll help you get the most for your carpet dollars—your local Bigelow dealer.

You pay just the price you'd planned. As much as $18.95 a sq. yd.. if you're in a shoot-the-works mood. Or as considerate a little price as $5.95. And no matter what amount you invest, you get Bigelow's famous "quality you can *trust.*"

You have a wide-and-wonderful choice. In *every* price range, there's a thrilling array of colors, patterns, and surfaces. Traditional designs . . . or fresh modern motifs. Smart sculptured effects . . . "ankle-deep" textures. You'll find them all at your Bigelow dealer's.

You get a carpet you'll stay proud of. Each Bigelow Carpet is a master-blend of strong, springy imported wools. And how they hold their glowing good looks . . . their luxurious "lively" texture! One look . . . one touch . . . and you'll be glad you visited your Bigelow dealer, first.

For name of your local Bigelow dealer, call Western Union by number. Ask for operator 25.

Above: **Traditional charm,** fit for the finest setting. Ask for Bigelow's Fervak 9420. The price is a pleasure—only about $7.50 a sq. yd.*

Right: **Fresh-as-air design,** and as lovely as a walk through a forest. It's Bigelow's Beauvais 1807, in a graceful leaf pattern. Around $9.95 a sq. yd.*

Below: **Deep-textured beauty,** at home with your proudest heirlooms or your newest treasures. It's Bigelow's rich and handsome Sonata 2103-3541, one of the most luxurious carpets ever woven. About $18.95 a sq. yd.*

*Slightly higher in the West.





LIVELY WOOL SPRINGS BACK UNDERFOOT

Bigelow
Rugs and Carpets

Beauty you can see . . . quality you can trust . . . since 1825

Copyrighted material



SYNTHETIC TWINS Rosalind Russell (*at left*) and Loretta Young wowed Hollywood Press Photographers' Ball. Toni publicity department was pleased.

WISHBONE CONTINUED

pany claims that one out of every two permanents of any kind administered in America was a Toni. There is growing competition from similar home kits—Lever Brothers' Rayve, the Richard Hudnut Home Permanent, Lehn & Fink's Portrait and L. R. Kallman's Crowning Glory—but it has not hurt Toni. Toni's sales this year are expected to surpass 40 million—which brings Toni close to the top potential of 100 million. The company has capitalized the "T" in its name.

Since the home permanent became big business, it has cut beauty parlor wave profits by something over 20%, as nearly as anyone can estimate, and it threatens to cut more. In a billion-dollar industry, this amounts to a good deal of money, and although the beauty parlors have been able to recoup some of these losses by broadening their other services, the fact remains that Toni has done them out of a painful slice of their customers. This naturally does not endear Wishbone Harris to the beauty parlor industry. Strangely enough Toni's parent company Noma goes right on selling its ingredients for beauty parlor waves, but wherever hair is waved, beauty parlor operators have been screaming. The cold wave is a Frankenstein, and the beauticians have tried desperately to stop it. Some beauty people aimed at outright murder of the home permanent as an institution.

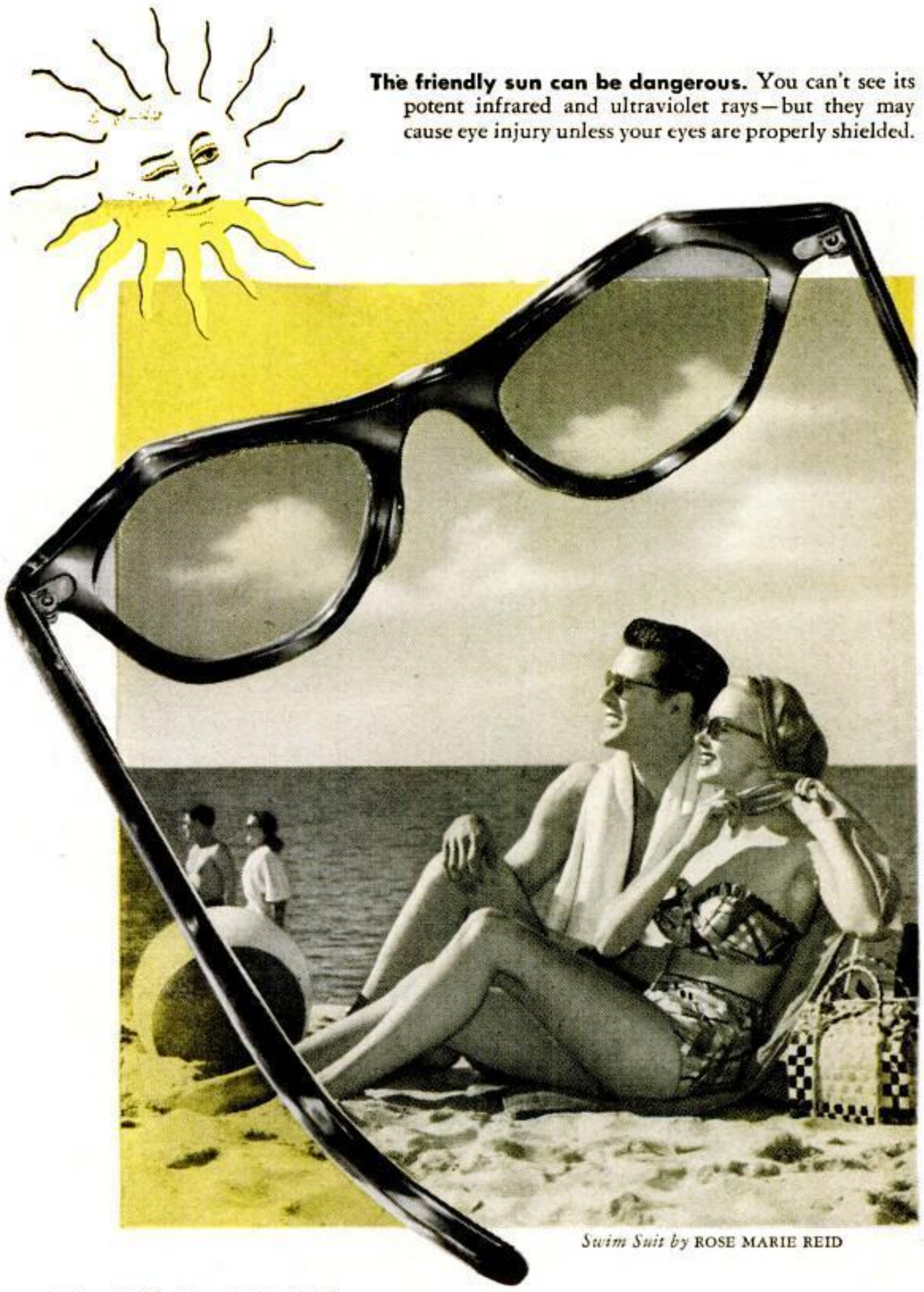
In Florida one day last year a poster suddenly appeared proclaiming, "WARNING: If you are doing Beauty Work outside of a Registered Beauty Shop such as Permanent Waving, Finger Waving, Manicuring or any other branch of Beauty Culture either with or without payment you are subject to a $500 fine and/or six months in jail." It was signed by the State Board of Beauty Culture.

A howl of protest

THE American housewife would not, however, be coerced,especially in her own home. There was an immediate howl of protest from everyone. Newspaper commentators carried the logic of it a little further, prophesying that one day it would be illegal for a woman to cook meals at home or do her own laundry. The notice was somewhat shamefacedly withdrawn, but in other states similar efforts were under way, all of them under the prodding of beauty parlor owners who foresaw total ruin unless the home wave was curbed. In Louisiana a group of beauty specialists started an organization called Beauticians United and hired a lobbyist for $15,000 down and another $15,000 contingent on success to put a bill through the legislature which would drive home permanents right out of the state. The Kentucky Hairdressers' Association tried to kill Toni by having housewives arrested for "operating a beauty shop without a license," and in some 25 other states tactics of a like nature were attempted.

Such attacks were painful to Wishbone personally—he would much rather have people like him than hate him—but they affected his business not at all. Women all over the country began forming Toni clubs, with the aim of helping each other apply the Toni wave (some found it difficult and tiring to perform the minor gymnastics involved in setting up curls on their back hair). Toni teas, with the

CONTINUED ON NEXT PAGE



The friendly sun can be dangerous. You can't see its potent infrared and ultraviolet rays—but they may cause eye injury unless your eyes are properly shielded.

Swim Suit by ROSE MARIE REID

TWO WAYS
to Play it Smart in the Sun!

Smart LOOKING—and smart SEEING! You're two-ways smart when you enjoy the flattery—and complete protection—that AO Cool-Ray Sun Glasses give your precious eyes:

RIGHT FILTERING to guard your eyes against glare—and the sun's dangerous ultraviolet and infrared rays.

RIGHT CENTERING to protect your eyes from fatigue and discomfort caused by improperly centered lenses.

RIGHT CURVATURE—deeper optical curve—to minimize annoying back-surface reflections.

RIGHT GRINDING and polishing, by skilled craftsmen, to precise optical standards—eliminating irregularities that might cause eye-strain.

Cool-Ray SUN GLASSES

Your eyes—only one pair to a lifetime—deserve the best. Treat them to the comfort and protection of AO Cool-Ray Sun Glasses, expertly made and backed by the 115 years of skill possessed only by American Optical Company.

American Optical COMPANY





Fashion classic. Crystal, red, blue, demi-amber, and demi-blonde. Smart everywhere.



For the outdoor man. Demi-amber, demi-blond, or crystal. Handsome Ful-Vue frame.

Wide selection of styles and colors. Priced from $2.50 to $10.00

Copyrighted material





"WHAT—NO PRIVACY, WHITEY?"

"WHY, BLACKIE,



YOU KNOW THAT THE LEADER IN ANY FIELD IS ALWAYS IN THE LIMELIGHT"



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

same object, became common. The beauticians realized at last that their Frankenstein was too big to stop. They changed their tactics, began emphasizing their other services. "We know," editorialized the magazine *Modern Beauty Shop* last February, "that the permanent is only the foundation for a hairdress. . . . Our job is to convince American women that the *salon look* can be obtained only in a beauty shop. . . ." (Wishbone denies it.) In Evansville, Ind. a beautician bowed to the trend of the times and converted his place into a sort of home permanent cafeteria, a "Beauty-ette" where for a nominal fee women could come in, park their shopping bags, buy a Toni kit and administer it on the spot—with or without the aid and advice of professional assistants.

And at about the same time, in January 1948, Wishbone Harris sold the Toni Company for $20 million. He was then 33 years old.

The deal will probably live a long time in U.S. business history. From his initial investment of $1,000, made less than four years earlier, Wishbone's business had multiplied in value 20,000 times. The Gillette Safety Razor Company, itself the product of a happy invention benefiting males, paid $12 million cash on the line to Wishbone and Irving, an additional $8 million being contingent on future sales, which neither Gillette nor Wishbone doubts will be forthcoming. Wishbone and Irving remain as president and vice president respectively of the Toni Company and have also been given posts on Gillette's board of directors.

Through Gillette a market consisting of nothing less than womanhood the world over has been opened to Toni. The new parent company has factories and sales outlets strategically situated throughout the globe, capable not only of selling but also of producing Toni kits right on the spot. No time has been lost in tackling this new challenge. Last November a bevy of six sets of Toni twins, duly waved and equipped with blue satin banners proclaiming the famous slogan, were flown across the Atlantic to begin softening up Western Europe.

The potentialities of Toni's future worldwide sales can be guessed at by a mere look at its European possibilities. In England alone there are 19.5 million women ripe for Toni's lotions; 15 million of them have wanted permanents badly enough to buy them at high beauty shop prices. Adding the women of France, Holland, Belgium, Luxembourg and the Scandinavian nations—all targets of Toni's coming onslaught—Wishbone looks for something like 60 million sales in the next few years. And in Western Europe there is barely any competition for his product.

When he considers these dazzling prospects, and the millions of unwaved heads in still other continents across the seas, Wishbone likes to hark back to the day when, with Toni still a youthful, struggling child, he met a former backfield coach at Yale. "And what are you doing now?" said this manly trainer of his college days. "I'm selling women's home kits for permanent waves," said Wishbone. The ex-coach guffawed at this huge joke. "And now tell me what you're really doing," he said. "I'm selling women's home kits for permanent waves," Wishbone replied doggedly, "and doing very well."



TWINS' LIVES are full of situations like this one where they are posed with flower valentine. These twins are motoring through U.S. to spread Toni gospel.

Copyrighted material

the amazing new Lewyt

(Rhymes with 'do it')

VACUUM CLEANER



Approved by Underwriters' Laboratories

Guaranteed by Good Housekeeping

NO DUST BAG TO EMPTY

Empties like an ash tray! Nothing to shake out—no dirty dust bag to cloud you with dust!

It's quiet—no roar! Now you can clean while baby sleeps—won't interfere with your favorite radio shows!

No leaking dust! Unsanitary dust is *triple-filtered* from air—even hospitals are discovering this extra health protection!

Cyclonic Suction! New high-velocity cleaning power that grabs embedded dirt *without* giving your rugs a beating!

Cleans upholstery, draperies, walls, bare floors! Dusts furniture, shelves—even sprays paint, waxes floors, and de-moths closets!

Space-saving storage! No more cluttered closets! Everything tucks neatly away in the Lewyt's dust-tight container!

Light, easy to use! No stooping—no heavy push-pull! Glides along smoothly—swings effortlessly in any direction!

See the Lewyt—try it! Find out how quick, neat and easy your house cleaning can be with the world's most modern vacuum cleaner—the Lewyt!

LEWYT'S REVOLUTIONARY No. 80 CARPET NOZZLE

Cleans rugs more thoroughly than ever before! Actually gets *more* embedded dirt...picks up *more* lint, thread, and hair...yet with *less* carpet wear! It will amaze you!

LEWYT CORPORATION, VACUUM CLEANER DIVISION, 70 Broadway, Brooklyn 11, N. Y.



FREE! PICTURE BOOKLET on modern home cleaning. Mail this coupon for your free copy!

LEWYT CORPORATION, Vacuum Cleaner Division, 70 Broadway, Brooklyn 11, New York.

Name.....

Address.....

City.....

County.....State.....

Copyrighted material

To Introduce New Film-Removing Pepsodent Amazingly Improved!

REGULAR PRICE 50¢

2 25¢ TUBES 33¢

YOU SAVE 17¢



Another Fine Product of Lever Brothers Company

New Film-Fighting Formula for Brightening Teeth... and Cleaning Breath!

What a thrilling difference when you try this new film-removing Pepsodent! It foams wonderfully—actually goes to work *faster* removing the film that makes your teeth look dull... sweeps away discoloring stains that collect in film.

Moreover, Pepsodent's amazing new formula routs "bad breath" germs that lurk in film, the germs that cause food particles to decay and taint your breath.

Get new *fast-foaming* Pepsodent with Irium today. See if it doesn't give *you* brighter teeth; cleaner, fresher breath. Hurry! Act now while this money-saving offer lasts!

Act today!

Pepsodent's twin-pack bargain on sale at all drug counters

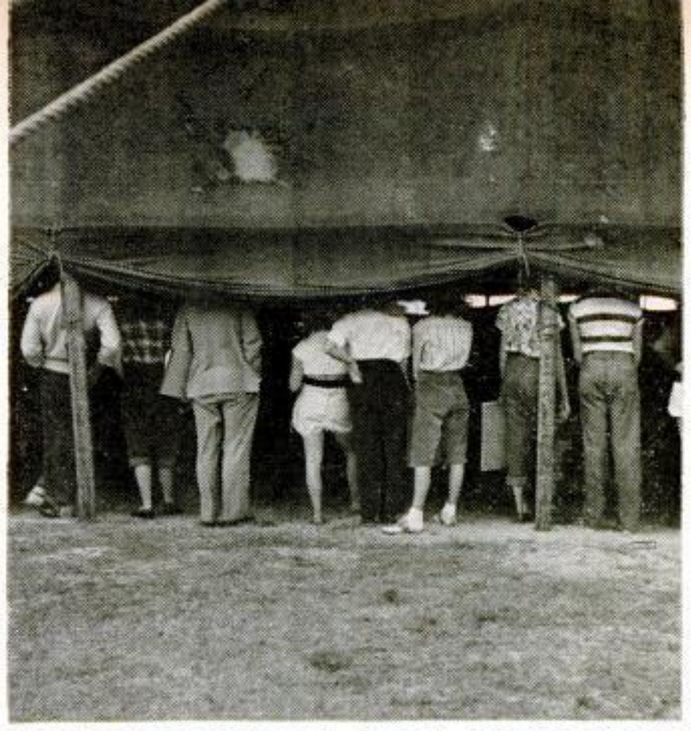
For limited time only!

Copyrighted material

CIRCUS GETS READY

The Big Show's girls learn acrobatics from the ground up for grand tour

In the last few weeks before the big Ringling Brothers circus opens in New York (on April 6) there is a horrific hubbub at its winter quarters in Sarasota, Fla. In the echoing big tent the aerialists swing through a jungle of trapezes, acrobats bounce into their nets and circus children wander everywhere looking for parents who are too busy to pay them any mind. The busiest of the lot are 52 girl aerialists (*next pages*), half of them complete novices at circus acrobatics, who practice seven strenuous hours daily, suffer from dizziness and sore muscles in order to glitter in the aerial ballet which is everybody's dream of just what the circus should look like.



FLORIDA TOURISTS GET A PEEK AT THE CIRCUS

DAVID ALZANA, 5, INTERRUPTS HIS MOTHER, ELSIE, WHO, PAUSING IN REHEARSAL, LIGHTS CIGARET AND LISTENS TO HIS COMPLAINT OF PLAYMATE SQUABBLES

Circus Rehearsal CONTINUED

IN GRAND AERIAL BALLET Bella Attardi (*above*) hangs on a canvas covered rope, practicing part of one of girls who swings from a moon (*right*). Below: Gloria Mash is coached by Antoinette Concello who teaches her how to brace her foot against the rope before swaying out with swanlike grace over the audience.

Copyrighted material



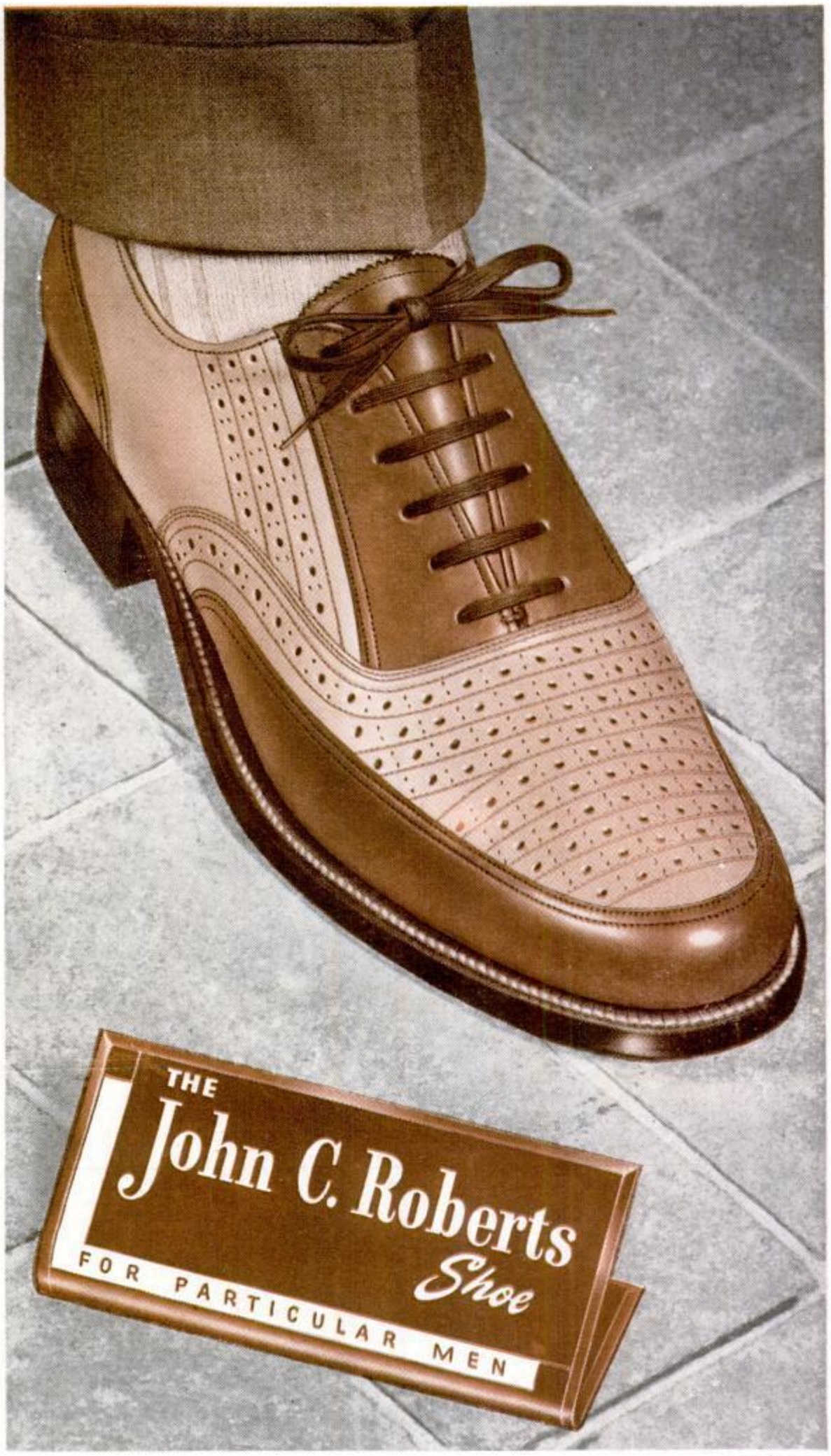


AERIAL WHIRL (*above*) dizzies Natalia Tock, a Polish dancer who had never been in a circus. At end of act (*below*) she leans against pole to recover. By the time she has a few performances under her belt, Natalia will be immune to dizziness. Aerial ropes are called "the web" and Natalia is classified as a "web flyer."



CONTINUED ON NEXT PAGE

Copyrighted material



Style 63938

Comfort? Sure... that's John C. Roberts!

Yes, Sir, the name John C. Roberts on a shoe means that the comfort's built right into the shoe. Built to last, too! Fine leathers, better construction and design mean value... and smart? Just look! Your feet will *feel* the difference... it's wonderful! See your classified phone directory or write us for the name of your John C. Roberts Dealer. Then drop in at his store and find out about the *real* foot-comfort John C. Roberts Shoes will give you!

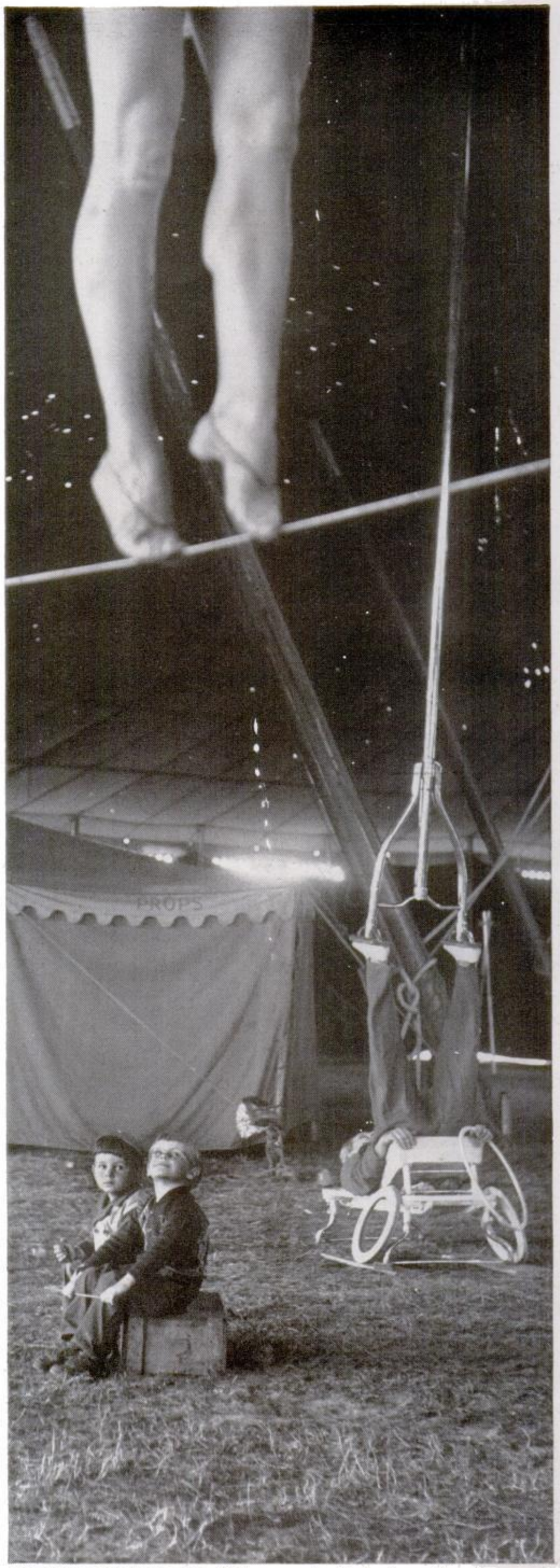
Also Robertson Shoes at somewhat lower prices

JOHN C. ROBERTS SHOES • Friedman-Shelby DIVISION
International Shoe Company • St. Louis 3, Missouri
World's Largest Shoemakers



Ask about John C. Roberts Mello-Stride Feature Shoes —they need no breaking in.

Circus Rehearsal CONTINUED



NOTHING BUT CIRCUS all day every day is the happy fate of these two performers' tots, who sit around the big tent watching as the pretty Miss Lola practices on a tightwire and an acrobat balances an odd contraption on his feet.

Copyrighted material



This New Coffee Flavor

Makes Early Morning Angels

It turns Bears into Dears...it's a wonderful, wonderful spirit-lifting success

IT'S THE NEW SELECCIONES BLEND!



The flavor coffees are hand-selected 1-2-three times!

1. Hand-selected from shade-grown pedigreed trees.



2. Hand-selected at the peak of ripeness.



3. Hand-selected before and after curing.

Do Daddy's darlings seem like demons to him on Sunday morning? It's remarkable what can happen when you give Mr. Grouch a steaming, fragrant cup of this heavenly new coffee. It puts wings on his disposition!

There's no doubt about it, it's "angel-making!" One of our fans writes: "Since I've started waking my husband with a bedside cup of your wonderful new coffee he hasn't damaged a thing around here —including my feelings. What's in that coffee, anyway?"

THE SECRET IS SELECCIONES

Yes, the secret is *"Selecciones"* (pronounced seleck-see-o-nays). This Spanish word means selection. The coffees are carefully selected, some to perfect the body and some mainly for flavor. No wonder it's so delicious!

TRY IT! If you don't think it's the best coffee you ever tasted, just send us the unused portion and we'll give you double your money back. Get your pound today! Vacuum-packed, of course. And long live your houseful of early morning angels!

Wonderful Coffee in 2 seconds!

Chase & Sanborn's new Instant Coffee Product costs about a penny a cup ...no pot...no grounds ...no waste...no wait!



Products of
Standard Brands Incorporated,
595 Madison Ave., New York 22, N. Y.

The NEW Chase & Sanborn

A New Secret Blend —"Selecciones"

Copyrighted material

Now...millions are enjoying table-ready

YELLOW Durkee's !



If... Your State Laws Prohibit Yellow Margarine

1

. . . you can get Durkee's fine Margarine in either of these two ways:

1. In the easy-coloring package with the color capsule in the bag.
2. Uncolored, in the money-saving package so familiar to you.

2

Glidden

©1949

Durkee Famous Foods

Chicago, Ill.; Norwalk, Ohio;
Berkeley, Cal.; Elmhurst, L. I., N. Y.

In 29 states and the District of Columbia, the *color* of Durkee's Margarine is as tempting as the flavor! The lucky people who live in these states are buying Durkee's in quarter-pound prints—all colored a delightful yellow and ready for the table.

Durkee's is as mild and sweet as an April morning. Always country-fresh, it's a marvelous spread and the best for all cooking and baking. Every pound is enriched with 15,000 units of Vitamin A the year 'round.

Now on sale *yellow* in Alabama • Arizona • Arkansas • Colorado • Florida
Georgia • Indiana • Kansas • Kentucky • Louisiana • Maine
Maryland • Massachusetts • Missouri • Mississippi • Nebraska • N. Jersey • N. Mexico
Nevada • No. Carolina • No. Dakota • Oklahoma • Rhode Island • So. Carolina
Tennessee • Texas • Utah • Virginia • W. Virginia • Dist. of Columbia

Copyrighted material

HYDERABAD DANCERS

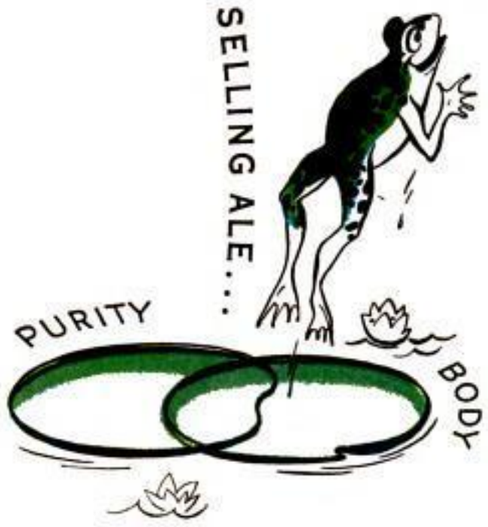
Their rhythms invoke fertility

The colorfully costumed dancers in these pictures are women of the little-known Banjara tribe which roams the state of Hyderabad in India. The Banjaras came to the Deccan (southern India) centuries ago as baggage porters for the Mogul conquerors and have remained as itinerant manual laborers. These women are wives of workers currently employed on the Begumpet airport project. Their dances are slow, somber affairs, intended to invoke fertility and performed with no accompaniment other than the chanting and wailing of the participants. They dance at their own festivals and for tourists, weaving back and forth for hours for as little as 15 rupees ($4.50).

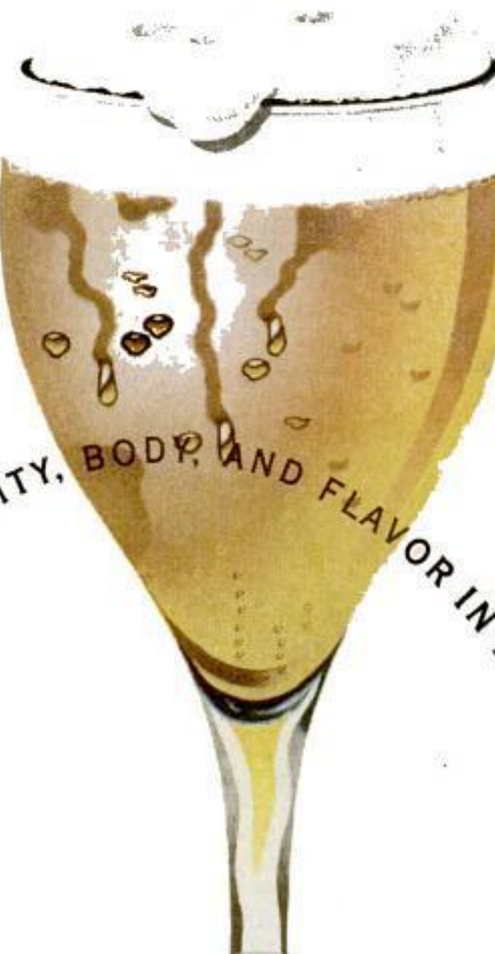
PURITY, BODY, AND FLAVOR IN EVERY GLASS . . . AMERICA'S LARGEST SELLING ALE . . .







PURITY, BODY, AND FLAVOR IN EVERY GLASS . . . AMERICA'S LARGEST SELLING ALE . . .





PURITY, BODY, AND FLAVOR IN



AMERICA'S LARGEST SELLING ALE

Copyrighted material

IN ROYAL SNOWSUIT, FANCY CAP, BOOTS, MUFFLER AND MITTENS, BLOND YOUNG PRINCE CARL GUSTAF FISHES THROUGH A HOLE IN THE ICE AT STOCKHOLM

A PRINCE AT PLAY

The future King of Sweden enjoys a constructive romp in the snow

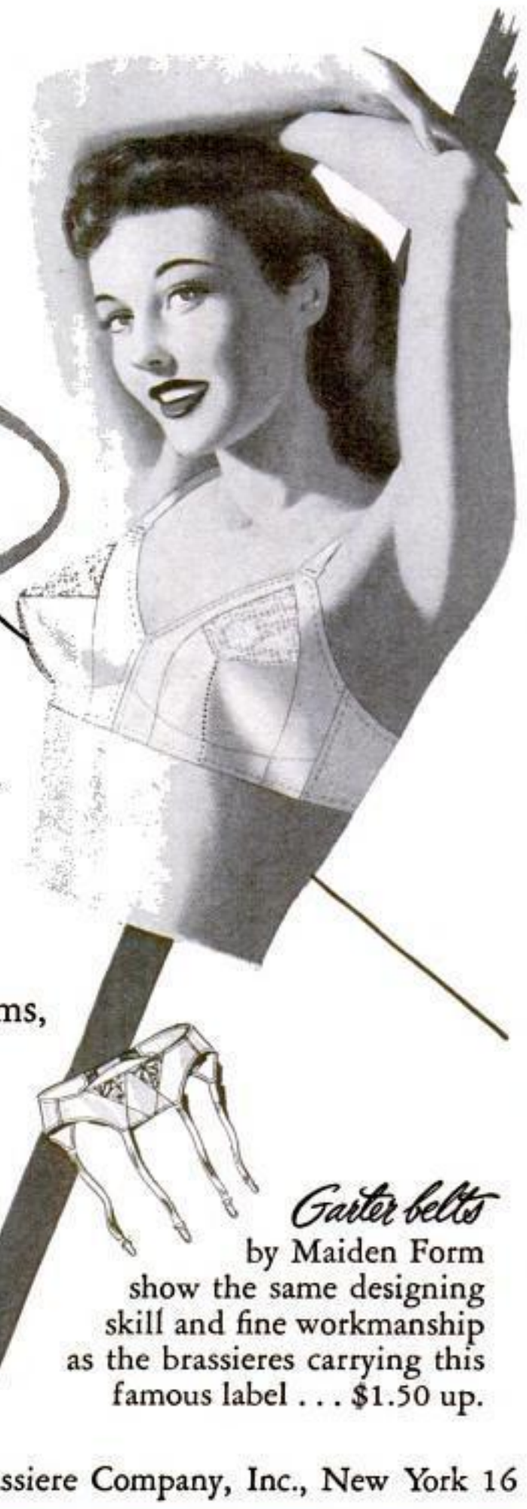
Last week while Sweden's king and ministers gravely considered whether or not to join the Atlantic alliance, Prince Carl Gustaf Folke Hubertus of Sweden made a decision of his own. He wriggled into his snowsuit and went out to play in the park of Haga Castle in Stockholm.

Ever since his father was killed in an airplane crash, Carl Gustaf has been next in line after his grandfather, the 66-year-old Crown Prince Gustaf Adolph. And Great-grandfather, the present king, is 90. Although plans are already laid for Prince Carl's education and accession, he will be only 4 next month. So his main concern for a little while longer can be with such properly serious things as how to sit a sled (*next page*) and fish through the ice (*above*). (To his lively mind small pieces of ice are fish, extralarge pieces are seals.) Carl Gustaf's only public duty at the moment, and that an unconscious one, is to uphold his unofficial title as the most photogenic royal youngster in the world.

CONTINUED ON NEXT PAGE

Copyrighted material

the new
"Maidenette"*
BRASSIERE by
Maiden Form
* REG. U. S. PAT. OFF.



makes the most
of small bosoms...
because it's designed
for them!

Created especially for *small* bosoms, "Maidenette" fits to perfection and gives fashionable accentuated uplift, with that smart new "high-bosomed" look! In Tearose or White Satin with Lace inserts, $1.75.

Garter belts by Maiden Form show the same designing skill and fine workmanship as the brassieres carrying this famous label . . . $1.50 up.

"There is a Maiden Form for Every Type of Figure!" ®

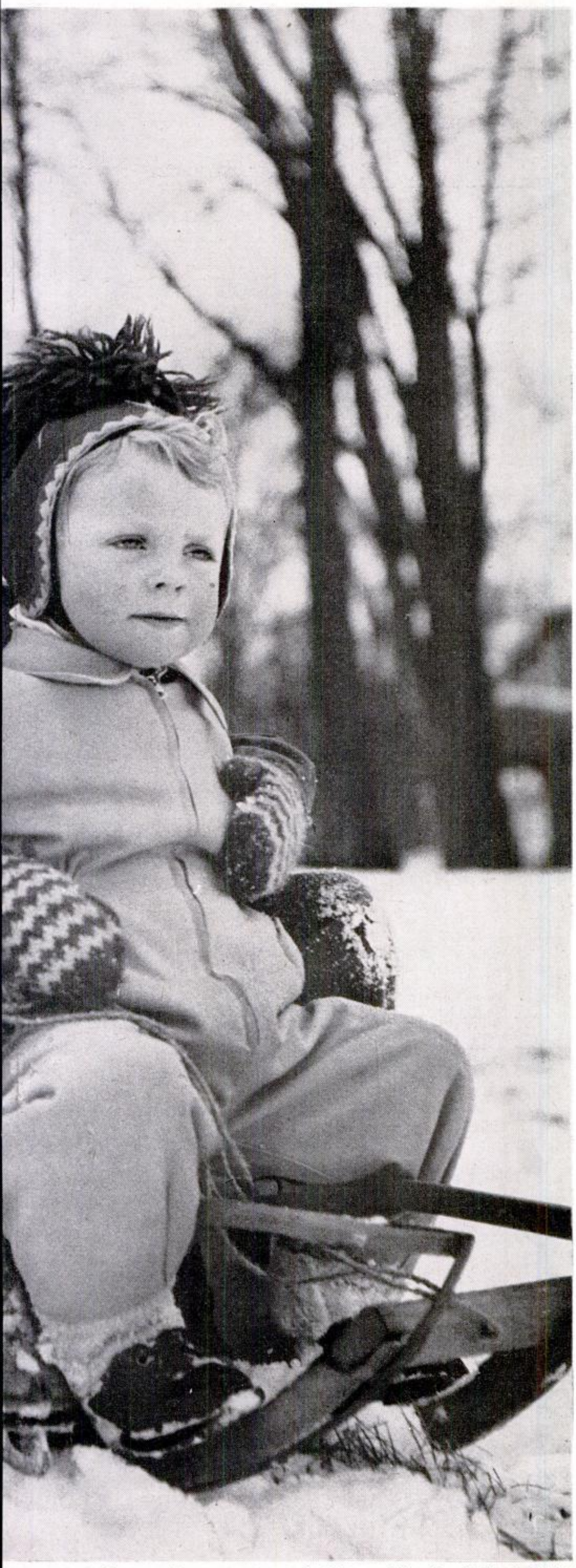
Send for *free* Style Folder: Maiden Form Brassiere Company, Inc., New York 16





THREE KIDS ON A SLED are, left to right, Princess Désirée, 11, Christina, 6, Prince Carl Gustaf. Although their governess tries to discourage their

Copyrighted material



using nicknames, the young prince calls Christina "Titti" and Désirée "Hej" (pronounced Hay). He has two more sisters, Margaretha, 14, and Birgitta, 12.

Now a new

Amazing Umbrella that

... has "double rib" construction

... is guaranteed: "ribs won't break"

... folds to handy 12-inch size



● Bring on the April showers! You'll outsmart any weather with this wonderful new idea in folding umbrellas.

It's all in the frame — the Marvel *Double Rib* frame — that keeps its shape for life! Round, *double* ribs won't break. Rustproof brass joints.

Carry a Marvel in your handbag, suitcase, car glove-compartment. Handsome, convenient styles for *men*, too!

Marvel Double Ribs won't break. They spring right back into shape.

Ordinary ribs can bend out of shape, rust, break, cut the fabric.

Handy 12-inch pocket size opens in a jiffy to full-size protection. At leading umbrella counters in U. S. and Canada.

This umbrella is made on the genuine

MARVEL Double Rib FRAME

LOOK FOR THIS GOLD SEAL GUARANTEE!

Marvelous Gifts for Easter, Mother's Day, Father's Day, Graduation — *anytime!*

American Folding Umbrella Co., Long Island City, N.Y.

Copyrighted material



DIONE LUCAS, preparing a stuffed-egg salad for television, carefully ignores an order to hurry.

BLUE RIBBON COOK

The most important item in all her recipes is time

American food is the best in the world but very often does not taste like it. Rich in steaks and vegetables, cereals and sweets, U.S. cuisine suffers from a historic shortage of the one ingredient vital to an epicurean meal: time in which to prepare it skillfully.

That at least is the contention of bustling, brown-eyed Dione Lucas, an Englishwoman born in Italy and brought up in France where as a girl she attended the famed Cordon Bleu cooking school. She has since spent most of her life over a hot stove. She operates both a school and the select Cordon Bleu restaurant in New York, doing most of its marketing and some of its cooking. She also writes cookbooks and magazine articles and each week is the star of a popular television show in which she gives a cooking lesson (*above*). Such pupils as Joan Fontaine, Brian Aherne and Harold Lloyd have paid from $50 to $65 for 12 hours' class work not only in Lucas techniques, which are cooking's postgraduate course, but also in Lucas principles, which reverse most modern home cooking ideas. In a period when every gadget, motion study and packaged food is designed to reduce the housewife's time in the kitchen to a minimum, Dione Lucas would increase it. For she argues that cooking is one of the few creative outlets left for a modern housewife and that a fine recipe, almost as intricate as a Bach fugue, deserves just as much rehearsed skill and unhurried execution.

Some Lucas dishes and their recipes appear on the following pages. They are shown against a background of some of the latest and best in modern table settings—Danish silver, Italian linen, French porcelain, American glass. However, Mrs. Lucas does not insist on such elegance. Despite her skill at elaborate dishes, her own favorite meal is properly broiled hamburger and a carefully tossed salad, served on ordinary china.

Copyrighted material



RAVIOLI: SUBSTANTIAL AND CHEAP

Ravioli is a historic Italian peasant dish which, in the U.S., is served often and usually badly. It is properly prepared in three stages, as outlined in Mrs. Lucas' recipe below, and, accompanied by a good domestic Chianti, plenty of French bread and butter and topped off by fruit, it makes a substantial and yet inexpensive main course ($1.25 for two people). In the picture above, it is appropriately served on peasant table settings: hand-woven Italian linen, baskets from South America and Winfield Ware china (U.S.). The handsome "silver" is inexpensive, rattan-wrapped stainless steel. The leaf-like spoon and pepper mill belong to Mrs. Lucas.

MACARONI PASTE

2 cups flour
3 tbs. cool melted butter
2 or 3 tbs. cold water
1 level tsp. salt
3 beaten eggs

Put flour on a slab, make a well in the center, and in it put the salt, butter, eggs, cold water. Work them into the flour gradually. (If eggs are large add less water or more flour.) Knead well, and when the paste is very stiff and dry, roll out tissue thin. This will take a long time. Keep turning the paste so that it will be rolled evenly in all directions. When very thin, wrap in a dry cloth which in turn should be covered with a damp cloth. Keep in the refrigerator for a few hours before using.

MEAT FILLING

3 oz. ground beef
3 oz. sausage meat
1 egg white, salt, pepper
1 tbs. chopped fresh herbs
½ tsp. dry orégano herb
1 chopped onion
1 chopped mushroom

Sauté the onion and the mushroom two minutes in the same pan. Mix them together with the meat, seasoning and herbs, bind this mixture with the egg white and form it into small balls. Each one of these should be about ¾ of an inch in diameter.

TOMATO GARLIC SAUCE

2 tbs. butter
2 tbs. tomato paste
½ tbs. flour, salt, pepper
1½ cups water or light stock
2 tbs. butter in small pieces
some chopped garlic
1 sliced peeled tomato
Parmesan cheese

Melt butter in a pan. Stir in the tomato paste and chopped garlic. Add flour, salt, pepper and stock and stir over a fire until the mixture boils. Add the sliced tomato. Place half of the macaroni paste on a board or slab. Place the balls of meat filling evenly on the paste leaving an inch all around. Brush beaten egg around each ball. Cover the balls with the other half of the macaroni paste and press down gently. Cut out the ravioli thus formed with a round fluted cutter. Put the ravioli in the tomato garlic sauce and float small bits of butter on the sauce. Simmer gently for 25 minutes until the ravioli hardens. Do not boil or it will disintegrate. Arrange on a serving dish and sprinkle with Parmesan cheese.

CONTINUED ON NEXT PAGE

Copyrighted material





HOW TO DRAW the bacon strips through the beef round is explained to intent pupils by Mrs. Lucas.

SIDE ROUND OF BEEF, PREPARED WITH SKILL

There is an old rule of Continental hospitality that company food should cost no more than a family's ordinary food—just take more time to fix. The main dish in the handsome buffet which is shown above, Boeuf Rôti Printanière, otherwise known as roast larded beef with vegetables, admirably illustrates this rule. The meat is a side round of beef, one of the less expensive cuts although it should be selected for bright red color and generous graining with fat. Prepared according to the Lucas recipe, it will feed eight people at a total cost of $6. With it are served a rich hot gravy that is made of concentrated beef stock and a little potato flour, a tossed salad of lettuce, escarole and spinach leaves, and hot buttered rolls. A chocolate roll (recipe following last color page), grapes and coffee conclude the meal.

The settings used here are in the highest style of tableware: simple, beautifully formed silver against the rich white of Irish damask. This creates a dignified yet colorless background on which the food, carefully arranged according to hue, stands out as it is intended to. Except for the antique Sheffield dessert tray, all the silver is hand-wrought Danish from H. Nils and is costly ($8 each for luncheon knives and forks, about $400 each for the large tray and coffee set.) The china is French Limoges, classically thin porcelain, at $16 a place setting. Despite the luxury of these table appointments, Mrs. Lucas points out that all that is needed for any really enjoyable meal is good food, a knife, fork and plate.

Copyrighted material

AND VAST PATIENCE, MAKES A VERY ELEGANT BUFFET FOR EIGHT PERSONS

BOEUF ROTI PRINTANIERE

3 lb. side round beef
¼ lb. bacon
4 tomatoes
1 onion
8 large mushrooms
¼ lb. ground cooked ham
¼ cup Parmesan cheese, a few bread crumbs
salt, black pepper
2 cups cooked peas
2 cups raw potato balls
2 cups cooked baby carrots
1 lb. small white onions
¼ cup red wine
1 lb. frozen string beans
1 tbs. chopped parsley
a little chopped garlic
¼ lb. butter or bacon fat
vegetable oil

Cut the bacon fat into thick strips. Thread the strips into a larding needle and lard beef (*left*). Put beef in a roasting pan and pour red wine around it. Spread a tablespoon of butter over the top of the roast and cover with waxed paper. Put in the oven and roast slowly for one hour, basting frequently. At each basting add about one tablespoon of hot water, so that the gravy will be ready by the time the beef is roasted. Remove beef, slice and arrange slices to overlap on a hot, flat serving dish with the uncut piece at the end. Strain the gravy, pour it over the beef and garnish with vegetables prepared as follows:

Peel and remove the caps from the mushrooms and hollow them out. Chop the skins and the stalks fine and put the chopped skins and stalks in a pan with a tablespoon of hot butter and a chopped onion, salt and pepper. Cook very slowly for five minutes. Cook the mushroom caps in butter. Now stuff the caps with the onion mixture, to which is added chopped ham. Sprinkle the stuffed mushroom caps with grated cheese and bread crumbs, dot with butter and brown under broiler. Cut the tomatoes in half, put a little garlic, grated cheese and bread crumbs on top of them. Dot with very little butter and brown under broiler. Boil the onions, string beans and carrots; drain, season with salt, pepper. Garnish the dish with these vegetables. Brown potato balls in a little hot oil and put at each side of dish.

CONTINUED ON NEXT PAGE

Copyrighted material





DRAMATIC ARRANGEMENT of the platter, which increases food appeal, is demonstrated by Mrs. Lucas.

BASS BELLE HELENE LOOKS AND TASTES EXCITING

Bass Belle Hélène will serve four for $5, makes a handsome dish with the addition of fried smelts, scallops, shrimp, fluted mushrooms, salmon mousse (right end of platter, *above*). Here it is set off especially well by square green Compo del Mar china, light golden Duralite flatware and mats and napkins of hand-woven linen and gold thread.

BASS BELLE HELENE

3 lb. bass
10 smelts
1 lb. shrimps
1 lb. scallops
½ lb. button mushrooms
1 truffle
½ cup dry white wine
1½ cups cream
6 oz. butter
bread crumbs
1 whole beaten egg
deep frying fat
chopped parsley
salt
cayenne pepper
1 tbs. brandy
2 egg yolks
1 tsp. tarragon vinegar

Put the fish in a long dish. Pour the wine and ½ cup water over it. Cover with waxed paper and cook it very gently in 350° oven for half an hour. Remove and cool a little; carefully remove the head but not the tail. Then gently remove the skin. Arrange on hot serving dish. Over it pour sauce made as follows:

Melt two tablespoons of butter in a pan. Remove pan from stove and stir in three level tablespoons of flour. Strain and pour in stock in which fish was cooked. Now stir mixture over fire until it comes to a boil, then add ¾ cup of cream and bring to a boil again. Mix in the following Hollandaise sauce:

Put the egg yolks in a bowl with brandy and tarragon vinegar, salt, cayenne pepper, and two tablespoons cream. Stand the bowl in another shallow pan of hot water and beat until mixture begins to thicken. Add six tablespoons butter bit by bit.

Pour the completed sauce over the fish and garnish with slices of truffle. Scallops and smelts are fried in deep fat until they are golden brown. Boil the shrimps in shell. Sauté the mushrooms in a little butter. Recipe for salmon mousse appears opposite.

Copyrighted material

THESE RECIPES ARE SIMPLER

Although most Lucas recipes require as many steps and ingredients as those shown on the preceding pages, some are comparatively simple. Two such appear below: salmon mousse, an inexpensive yet excellent dish for luncheon, and chocolate roll, a particularly handsome and toothsome dessert. As in most Lucas formulas, certain of the steps are not defined exactly but are left to the discretion and taste of the cook.

HOT SALMON MOUSSE

1 lb. raw salmon
¾ cup light cream
2 egg whites
1 tsp. salt, cayenne pepper

Skin and bone the salmon and put it through a meat chopper. Mix egg whites (unbeaten) in with it and rub all through a fine strainer. Put the mixture into a tin-lined or enamel saucepan over a bowl of ice and beat the cream in very slowly using a small wire whisk. When this has been done add the salt and a few grains of cayenne pepper. Pour the mixture into well-greased molds and immerse the molds in a pan of hot water seasoned with salt and pepper. Allow them to poach slowly without boiling until the mousse is set, or firm to the touch (usually about 10 minutes). The water must not be permitted to boil. Remove the mousse from the molds and dry on a cloth before serving.

CHOCOLATE ROLL

5 large eggs
1 cup sugar
1½ cups cream
6 oz. dark sweet chocolate
5 tbs. cold water
vanilla, grated chocolate or cocoa

Separate the eggs. Mix sugar into the yolks and beat well. Break chocolate in small pieces and add water (liquid coffee may also be used). Dissolve over a slow fire and mix into the yolks and sugar. Beat the whites very stiff and mix well into yolks and chocolate. Oil a 10 x 12-inch jelly roll pan, cover it with waxed paper and oil again. Spread the mixture on the paper evenly and bake for 15 minutes in a 350° F. oven. Remove pan, cover with a damp cloth and let the cake cool. Remove the cloth, loosen the roll from the pan and sprinkle top heavily with cocoa. Turn out onto another piece of wax paper (*below*). Peel off paper and spread with whipped cream. Roll up like jelly roll and serve.



MRS. LUCAS USES THE PAPER TO REMOVE ROLL FROM PAN



NEW PAPER IS USED TO ROLL CAKE, SPREAD WITH CREAM



To Help More Putts Roll in This Season

VALUABLE new aid to smoother, more accurate putting this season is BRISTOL'S DANDY PUTTER. This deep-faced, flanged putter features a curved sole line. Thus the blade has a flexible "lie" that fits any individual stance . . . a virtue that builds confidence for stroking the ball straight and true.

See BRISTOL'S Precision-Made Clubs For 1949

The name BRISTOL on a golf club is an emblem of its outstanding worth. BRISTOL was first to introduce, and win acceptance for, the steel golf club shaft, hailed as the greatest club-manufacturing development of modern times. Since then, BRISTOL has produced hundreds of thousands of such shafts and complete clubs. Today's new, precision-made BRISTOL beauties reaffirm BRISTOL'S leadership in fine club-making. They feature such advancements as the "Power Blade" for iron clubs, new laminated-faced heads for wooden clubs and a "split-hair" accuracy in "loft" and "lie," and in club, and complete set balance. Swing one of these new BRISTOL clubs. Thrill to its "feel" of controlled power. Know for yourself why these modern-as-tomorrow clubs are destined to be such top-favorites in 1949.



Balls, Bags and Accessories • Also Makers of Bristol Fishing Rods, Reels, Lines

Copyrighted material

LAKELINER OWNED BY FORREST C. WOOD, FISHING RESORT OPERATOR AT WELAKA, FLA., MOVES UP THE ST. JOHNS RIVER. ALTHOUGH WOOD USES TWO, ONE OUTBOARD



ROOMY CABIN is big enough for two double beds. The boat's pontoons are steel; cabin is plywood, aluminum.

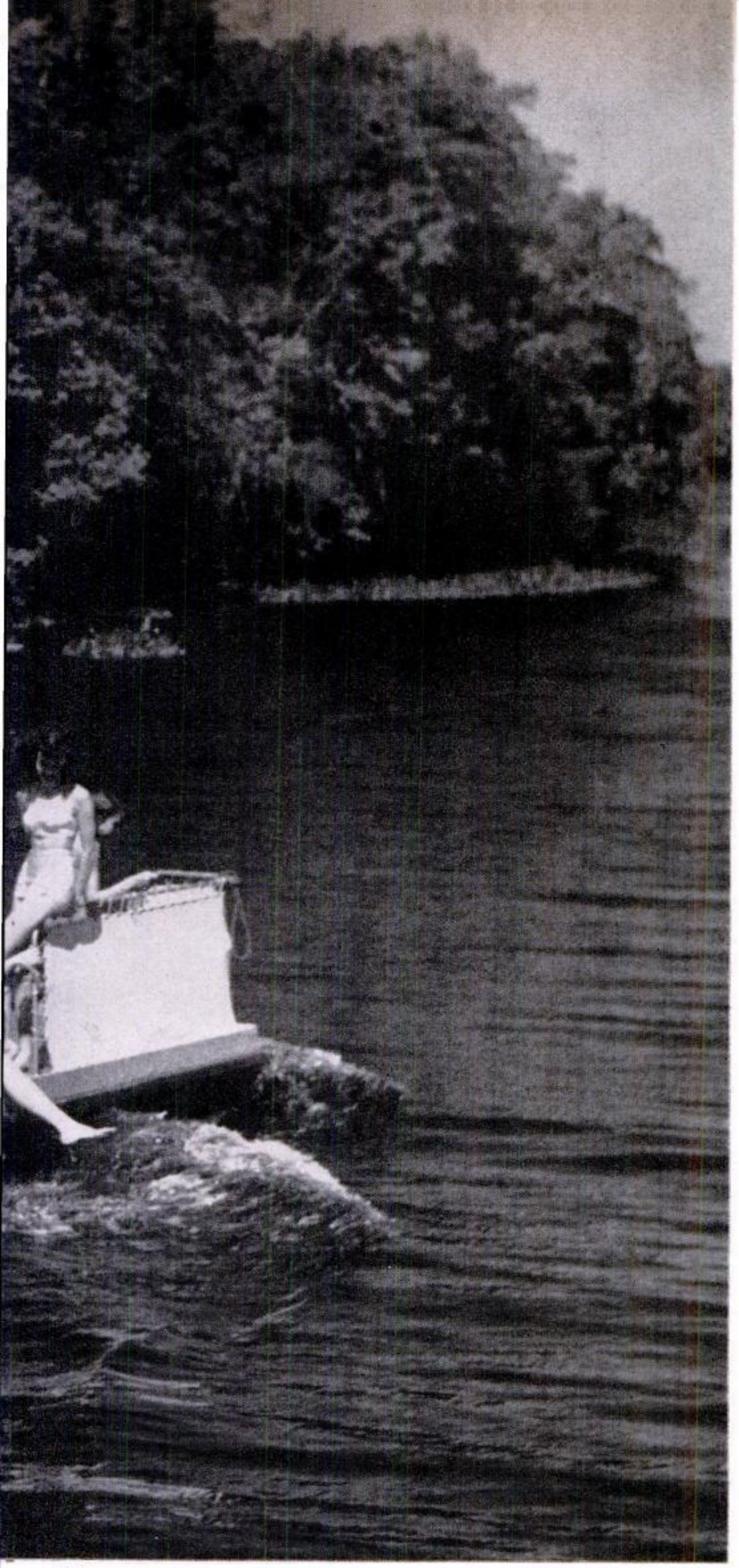
THE LAKELINER

Average man's yacht sleeps four, runs by outboard, goes almost anywhere

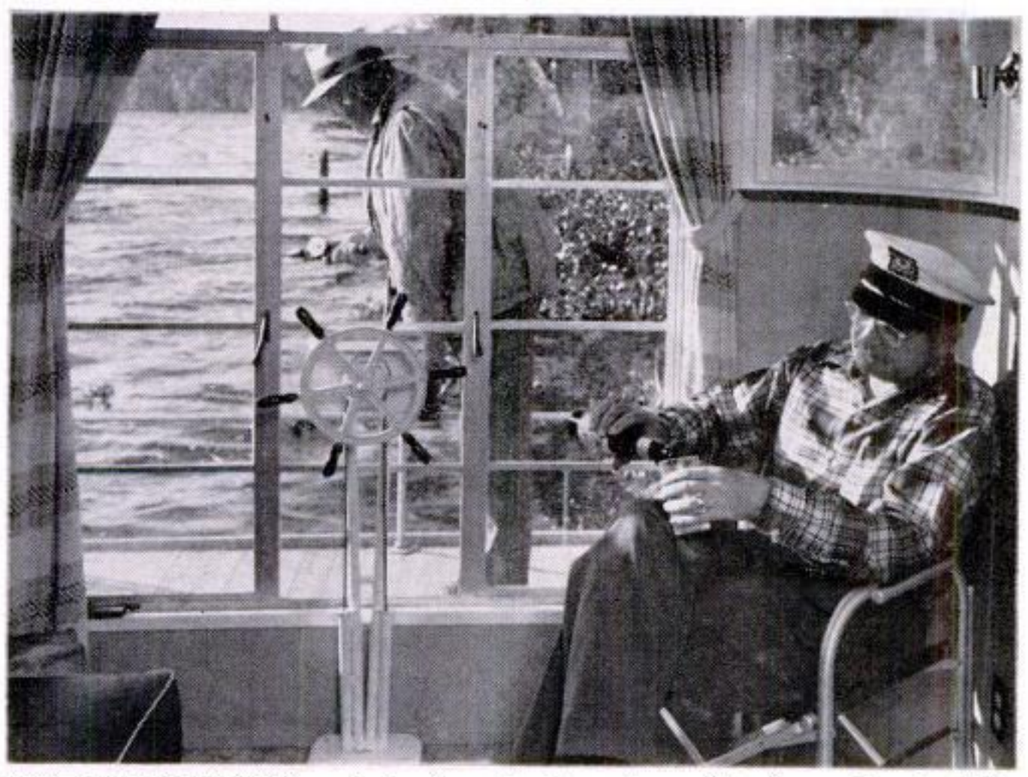
For many years Clyde E. Gray of Hot Springs, Ark. wondered why the automobile-trailer principle could not be applied to boats. After consulting river captains and marine engineers, Gray, himself a veteran boatbuilder, decided it could. His first craft, combining the interior fittings of an auto trailer with the comparative roominess of a houseboat, he called a Lakeliner and launched it and Lakeliner Inc. to make more of them.

Although it is designed to be propelled by an outboard motor or to be towed by a light motorboat, the Lakeliner can and has been towed easily by a rowboat with a woman at the oars. It rests, like a sled on its runners, on two sectionalized pontoons and, even when festooned with passengers (*above*) it draws only 11 inches of water. It has about 200 square feet of deck space, a sundeck and a 8x16-foot cabin containing two double beds, a galley, toilet and shower. Without motor and furniture it costs $2,857. Although at present the production capacity of Gray's Quonset plant is limited, he hopes that subcontracting will presently enable him to turn out fleets of Lakeliners for use as summer and vacation homes in some of the last great American areas that are still relatively tax and rent free—the 45,000 square miles of lake, river and bay waters in the U.S.

Copyrighted material



WILL DRIVE CRAFT 6 MPH. HIGH-SCHOOL GIRLS ARE THE WOODS' GUESTS



PICTURE WINDOW and steering wheel are located in forward end of the cabin. Gray hopes resort operators will buy Lakeliners to rent to vacationists.

CONTINUED ON NEXT PAGE

The Secret's Out!



Many popular brands now use young 3 or 4-year whiskies, but...

THREE FEATHERS

still has scarce 5, 6+7-year-old whiskies* blended with choice grain neutral spirits



Take a "Second Look" at back labels. The older whiskies in Three Feathers mean better taste — more for your money!

OUR QUALITY—OUR PRICE—STILL THE SAME

***RARE BLENDED WHISKEY** 86 proof. The straight whiskies in this product are five years or more old. 35% straight whiskey, 65% grain neutral spirits. 12% whiskey 5 years old, 20% whiskey 6 years old, 3% whiskey 7 years old. Three Feathers Distributors, Inc., New York, N. Y.

Copyrighted material



JOCKEY MIDWAY

More Women want

Jockey

underwear for husband and children!



● Every wife and mother deserves freedom from back-breaking ironing. So no wonder more women every day choose Jockey Underwear for husband and children!

Because Jockey is fine knit underwear that fits close and smooth . . . no buttons to come off, no ironing needed! Just wash 'em, dry 'em, put 'em back on! Men get real he-man comfort, due to Jockey's many patented comfort features—youngsters get close-as-their-skin fit in underwear that stays on, stays up! So ladies . . . see your nearby Jockey dealer. Get Jockey for husband and children—and get relief from washday worries!

Get the complete Jockey Underwardrobe



JOCKEY LONG for full-leg protection



JOCKEY OVER-KNEE protects tender skin, trouser press

Has He Been "Hip-Taped"?

Your Jockey dealer has the "Hip-Tape," special measuring method copyrighted by Coopers. It assures perfect fit *all over*, around the waist, at the hip and crotch, too. So send your man in to be "Hip-Taped"—then always order his correct size in Jockey. Get Jockey in children's sizes, too—and Jockey Contoured Shirts to match, short sleeves or sleeveless.



JOCKEY MIDWAY for everyday wear



JOCKEY SHORT for active sports



JOCKEY BELLIN for dress-up wear

Don't ask for "knit underwear" ask for

Jockey

REG. U. S. PAT. OFF.

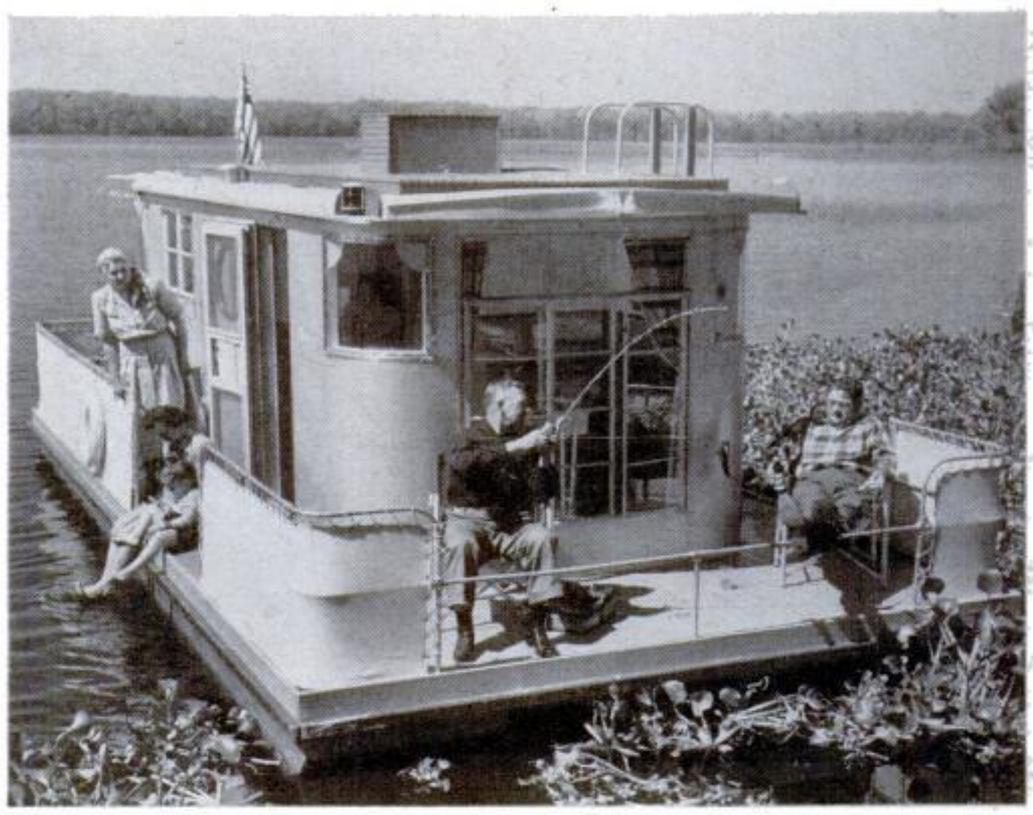


It's a brand . it's a trademark . it's made by

Coopers INC.

Kenosha / Wisconsin

Licensees: Canada, Moodies; British Isles, Lyle & Scott; Australia, Speedo Knitting Mills; New Zealand, Lane-Walker-Rudkin; Switzerland, Vollmoeller; Colombia, Ego Ltda.



PLEASANT AFTERNOON is spent fishing amid lily pads. Insulated cabin makes Lakeliner comfortable in all weather. Box on sundeck is a water tank.



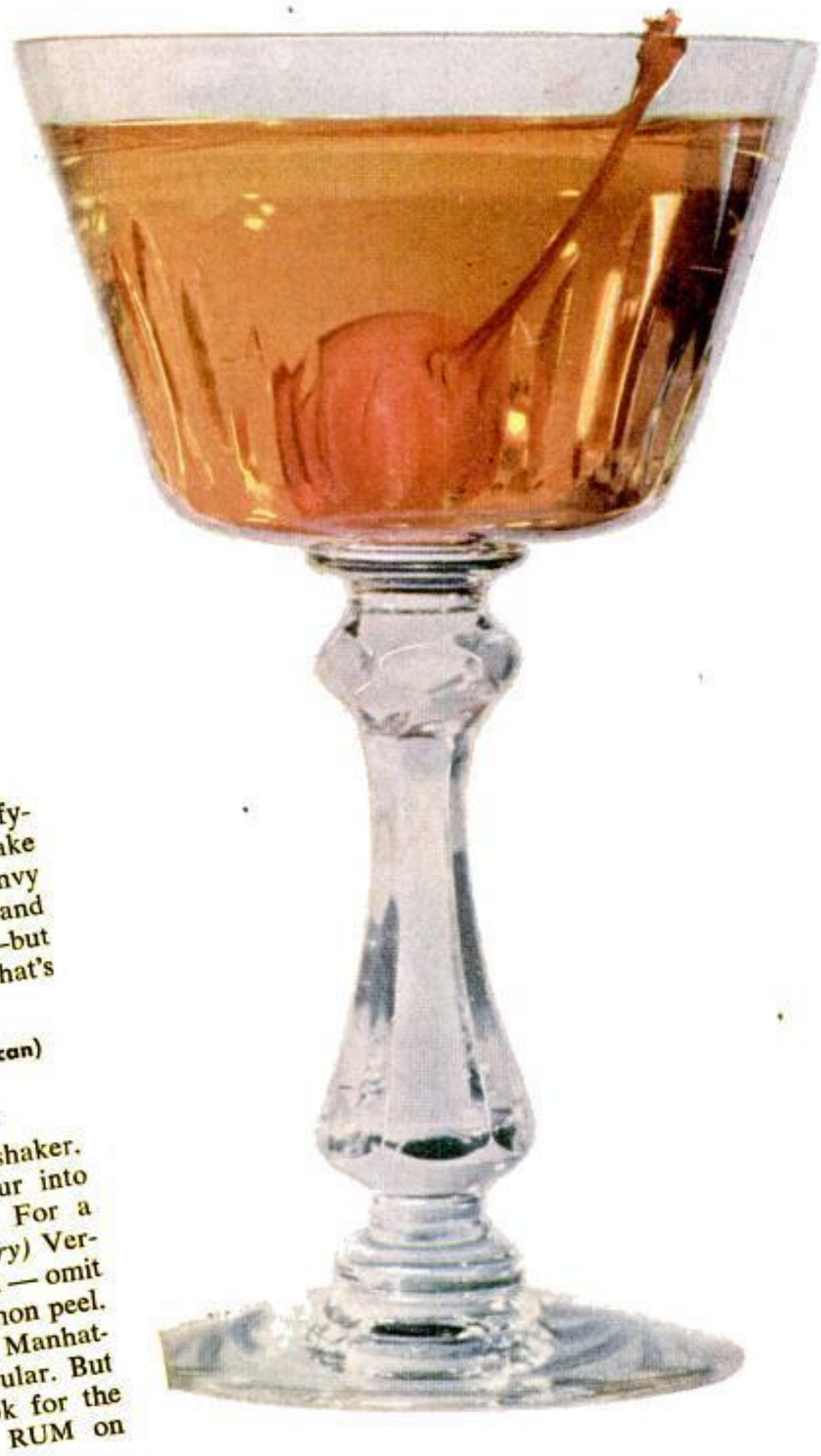
GALLEY, manned by Mrs. Wood (*right*), has a butane stove, 50-pound ice-box and table with benches (*left*). Table area converts to sleeping space at night.



IN THE EVENING young people listen to radio on deck while the Woods talk with other guests in cabin. Lights are powered from a gasoline generator.

Copyrighted material

Want to be famous for MANHATTANS? Try this



RUM MANHATTAN

—as made at the
Sherry-Netherland in New York
Blackstone in Chicago
Beverly Wilshire in Beverly Hills.

Here it is! That completely satisfying Rum Manhattan that will make your ability to "mix them" the envy of all your friends. So *smooth* and mellow, it's a *real* Manhattan—but with a distinctive flavor that's something "special."

3 parts rum (golden Puerto Rican)
1 part Italian Vermouth
1 dash Angostura Bitters

Pour over ice in pitcher or shaker, stir briskly but briefly. Pour into chilled glass. Add cherry. For a DRY drink, use French *(dry)* Vermouth instead of Italian — omit cherry and add twist of lemon peel. Try it next time you make Manhattans—see why it's so popular. But to get happy results, look for the name PUERTO RICAN RUM on the bottle. It's *all Rum!*

Next time make it with

Puerto Rican Rum

It's **DRY...**
it's **LIGHT...**
it's **SM-OO-TH!**

THE PUERTO RICO INDUSTRIAL DEVELOPMENT COMPANY, SAN JUAN, P. R.

SMART NEW WAYS TO MAKE THESE GREAT OLD FAVORITES!



RUM SOUR—Make yours with Puerto Rican Rum. Here's the *smoothest* Sour that ever trickled down your throat!

RUM HIGHBALL—Now learn how mellow, how *satisfying* Puerto Rican Rum is! Try it straight, too—you'll love it!

RUM OLD FASHIONED—The same grand drink—but *mm-mm* how smooth! Tastes like liquid sunshine going down.

Copyrighted material

Stitched moccasin
for casual wear.

Rich brown calfskin
wing tip. Popular the
year round.

Plain-tip blucher.
Old-shoe comfort
with new-shoe looks.

Neat burgundy calf with
extra-thick leather sole.

Roblee®

SHOES FOR MEN

SPRING ROUNDUP

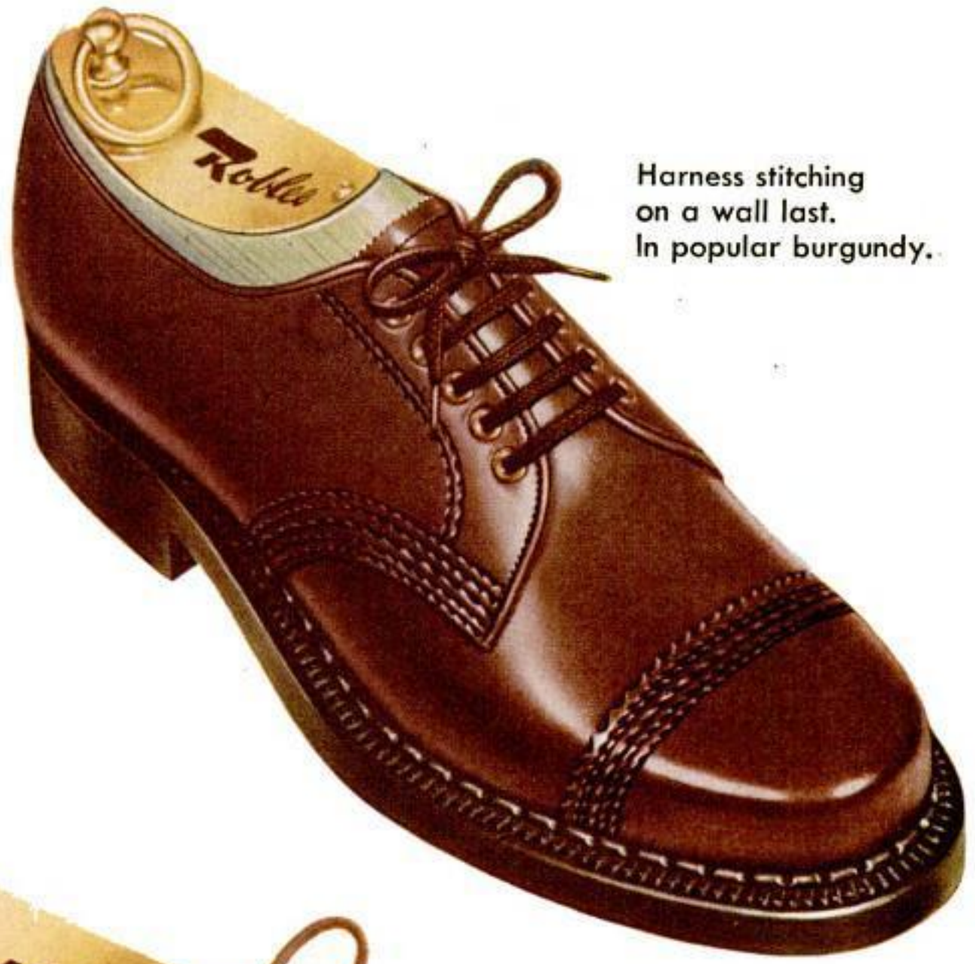
AT ROBLEE DEALERS EVERYWHERE
APRIL 2 TO APRIL 30

Copyrighted material

Smooth simple lines
in mellow calf.
Long wearing.



Ghillie-tie moccasin with
woven vamp.



Harness stitching
on a wall last.
In popular burgundy.



Rugged saddle stitching
at tip and vamp.

FOUR WAYS TO GET TO THE ROUNDUP...

Moccasin, wing tip or plain toe—whatever type you prefer, here's how to get these fine Roblee Shoes.

Call Western Union by number (Operator 25) for name of your nearest Roblee store.

Look in the yellow pages of your phone book.

Write a letter to us (Roblee Division, Brown Shoe Company, St. Louis 3).

Or look in your local newspaper for your Roblee dealer's Roundup advertising.

With so many handsome styles to choose from, don't miss our Roblee Spring Roundup.

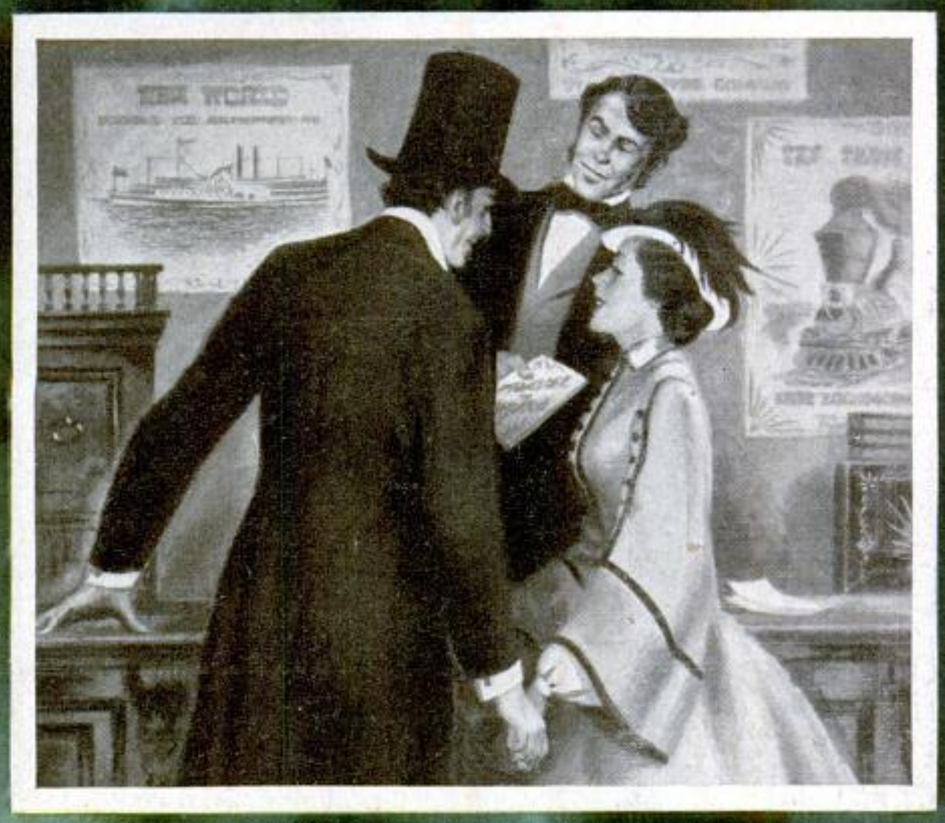


Shoes illustrated, **9.95** to **14.95**

Other Roblee styles, 8.95 to 14.95 . . . some styles higher

Boys! Roblee Jrs., styled like older fellows' shoes—6.95 to 7.95.

Copyrighted material





It's still the thing to do...

It's still a happy tradition, as it was in 1847, to plan a wedding trip. And even if it's not by stagecoach or new-fangled wood-burning train, it's just as exciting! Almost as exciting as making plans for your home-to-be...

It's still the thing to own...

More brides choose and treasure 1847 Rogers Bros. than any other silverplate. A beautiful tradition for over 100 years!

Today the silverplate with the yearmark "1847" has a perfection of detail and finish, an extra height and depth of ornament usually found only in solid silver.

52-piece service for eight, $64.75, with chest. No Federal tax. Same price as in 1945!

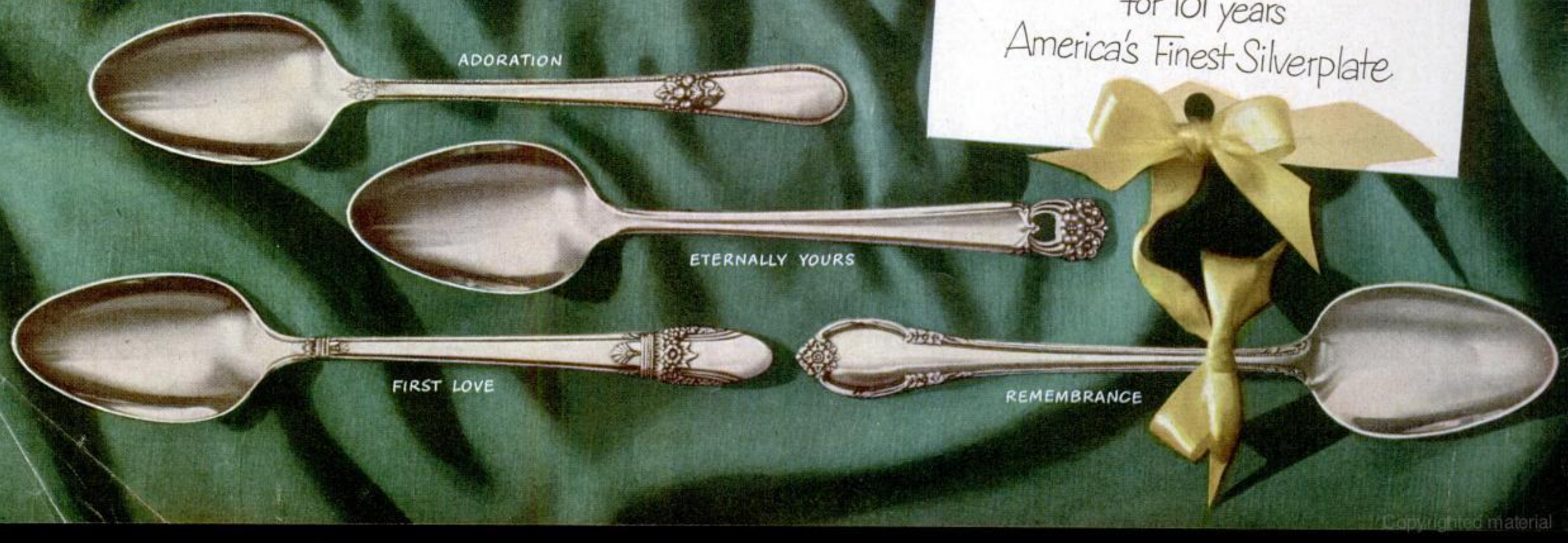
COPYRIGHT 1949, THE INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.

TUNE IN: "THE ADVENTURES OF OZZIE AND HARRIET," SUNDAY, 6:30 P.M., E.S.T., NBC.

1847 ROGERS BROS.

for 101 years

America's Finest Silverplate



Copyrighted material

SPAIN



IN TRADITIONAL CAPES AND PATENT LEATHER HATS TWO MEMBERS OF THE GUARDIA CIVIL PATROL A HIGHWAY OUTSIDE MADRID

Franco's regime, slightly mellowed, looks west for friendship and aid

PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL

In his autobiography the philosopher George Santayana observed: "The Spaniard is an individualist; he can be devout mystically . . . but socially, externally, he distrusts everything and everybody, even his priests and his kings." Santayana might have added that the key to understanding Spain is the Spaniard. Like the patrolmen of Spain's official security guard (*above*), the Spanish people walk a lonely road. They suspect and are suspected by nearly everybody.

In this taut spring of 1949, 10 years after Franco defeated the republic, the isolation of Spain on the strategically placed Iberian Peninsula is a nagging problem for the West. Many military men, a minority of conservatives who value Franco's conservatism, and another minority of liberal politicians, diplomats and the like who see a certain hypocrisy in the West's present policy of passive aversion, want to grant Spain full partnership in the new Atlantic alliance. But short of war itself, a majority of democrats in Western Europe will not welcome alliance with the Franco dictatorship. To them—and to many people in the U.S.—Franco remains a symbol of evil.

Some of the conditions in which 27 million Spaniards live, some of the assets and liabilities Spain offers are pictured in the exclusive photographs on the next 12 pages. El Caudillo (*pp. 114, 115*) is anxious to be an ally of the West. His uses as an ally were summarized by Winston Churchill, who wrote in his memoirs (LIFE, March 14), "It is fashionable at the present time to dwell on the vices of General Franco, and I am therefore glad to place on record this testimony to the duplicity and ingratitude of his dealings with Hitler and Mussolini."

CONTINUED ON NEXT PAGE

Copyrighted material



THE CARDINAL PRIMATE OF SPAIN HOLDS FORTH IN HIS LUXURIOUS TOLEDO PALACE

THE CHURCH IS POWERFUL

The Franco regime rests upon three main elements of power—the army, the fascist Falange party and the Catholic Church. Franco is able to manipulate the army and the relatively weak Falange to suit his own purposes; the Church supports the regime but sometimes successfully opposes Franco on details. Today its authority is well established, and, as its seat, the ancient city of Toledo (*right*) is Spain's second capital. Enrique Cardinal Pla y Deniel (*above*), the Primate of Spain and Archbishop of Toledo, says any change of regime is up to the people—the Church would not interfere except to prevent the rise of a Communist or socialist government. Some liberal forces are at work in the Church, and so far have the support of Franco (*p. 121*).





CELESTINO GOMEZ IS ONE OF THE FEW SMALL-SCALE FARMERS WHO OWN THEIR LAND

THE GOOD EARTH IS HARD

The Spaniard's fierce love of Spanish earth has been well celebrated in poetry and song. His love is made remarkable by the fact that he owns so little of the land. About 60% of Spain's population is engaged in agriculture, but nearly half of the arable land is held by a few large owners. Southern Spain's magnificent rolling olive groves (*right*) and its almonds and oranges require big tracts. But in the north a few enterprising and lucky Spaniards like Celestino Gomez (*above*) have proved that small-scale farming can be profitable. A mere redistribution of Spain's fertile land would not solve the problem. What is desperately needed is a vast irrigation program to reclaim millions of arid acres which now yield nothing either to rich or poor.



Copyrighted Material

CONTINUED ON NEXT PAGE



FRANCO THE SPORTSMAN, impeccably dressed in a beige tweed suit, light tan shirt and wearing fancy leather and cord gloves, holds his Spanish-designed double-barreled shotgun at ready as he awaits a flight of pheasants. His aide sits by quietly, ready to hand Franco another gun if a great many birds are flushed.

Copyrighted material

FRANCO GOES A-HUNTING

On a recent sunny Sunday morning the road from Madrid to Aranjuez, 30 miles west of the capital, was almost deserted. At each crossroad the stiff-hatted members of the Guardia Civil turned away civil travelers. On the outskirts of Aranjuez plain-clothesmen scattered tourists who had come to visit the state museum of the Casita del Labrador, which is situated in the midst of a fine game preserve. Just before noon a black Buick convertible, carrying six heavily armed guards, screeched to a halt in front of the Casita. Behind it came an armored limousine and behind the limousine another Buick with six more guards.

When the guards had debarked and had taken their positions, the door of the limousine opened and out climbed a dumpy, smiling man, wearing a short sheepskin jacket over a business suit and a green felt hat with a black feather. He was dangling a Leica camera from one shoulder. He shook hands pleasantly with a number of waiting guests, commented on the excellent weather and then led his friends down toward the nearby river. The *caudillo* of Spain, General Francisco Franco, had arrived for a day of duck and pheasant shooting.

Franco's appearance in the role of an affable country squire and sportsman was not really out of character. El Caudillo has executed and tortured a great many people, but he has never been a strutting, jut-jawed dictator in the Mussolini mold. He finds the Spartan life distasteful and long ago learned that he could kill just as many ducks at noon as in the cold and bitter dawn. "I have tried both," he says, "and I find that the noon hour is just as good and much pleasanter."

First came the duck shooting. After each of the guests had reached his assigned blind, Franco said, "Now remember—don't shoot till after the bugles blow. That means we are all in place. Good luck." While awaiting the bugles, Franco and his friend and doctor, Vicente Gil—interrupting each other in hurried whispers—told LIFE's representatives of their successes as amateur cameramen. The bugles sounded. Instantly there was a shot from the extreme right. Franco was not disturbed by this outrageous violation of protocol and happily began firing away. After he and his party had downed 40-odd ducks Franco lunched and then went into the museum park for some pheasant shooting. At the end of the day Franco said an amiable goodby and walked to his car with his characteristic small, quick steps. He was obviously pleased to have had his picture taken.



FRANCO STANDS OVER SOME OF THE 40-ODD DUCKS KILLED BY HIS PARTY



EL CAUDILLO arrives for the day's hunting and greets his waiting guests, all of whom were old friends.



CHANGING GUNS, Franco reaches for a loaded weapon thrust toward him by his doctor, Vicente Gil.



FRANCO BAGS a low-flying pheasant. He fired a moment after picture on the opposite page was made.

CONTINUED ON NEXT PAGE

Copyrighted material

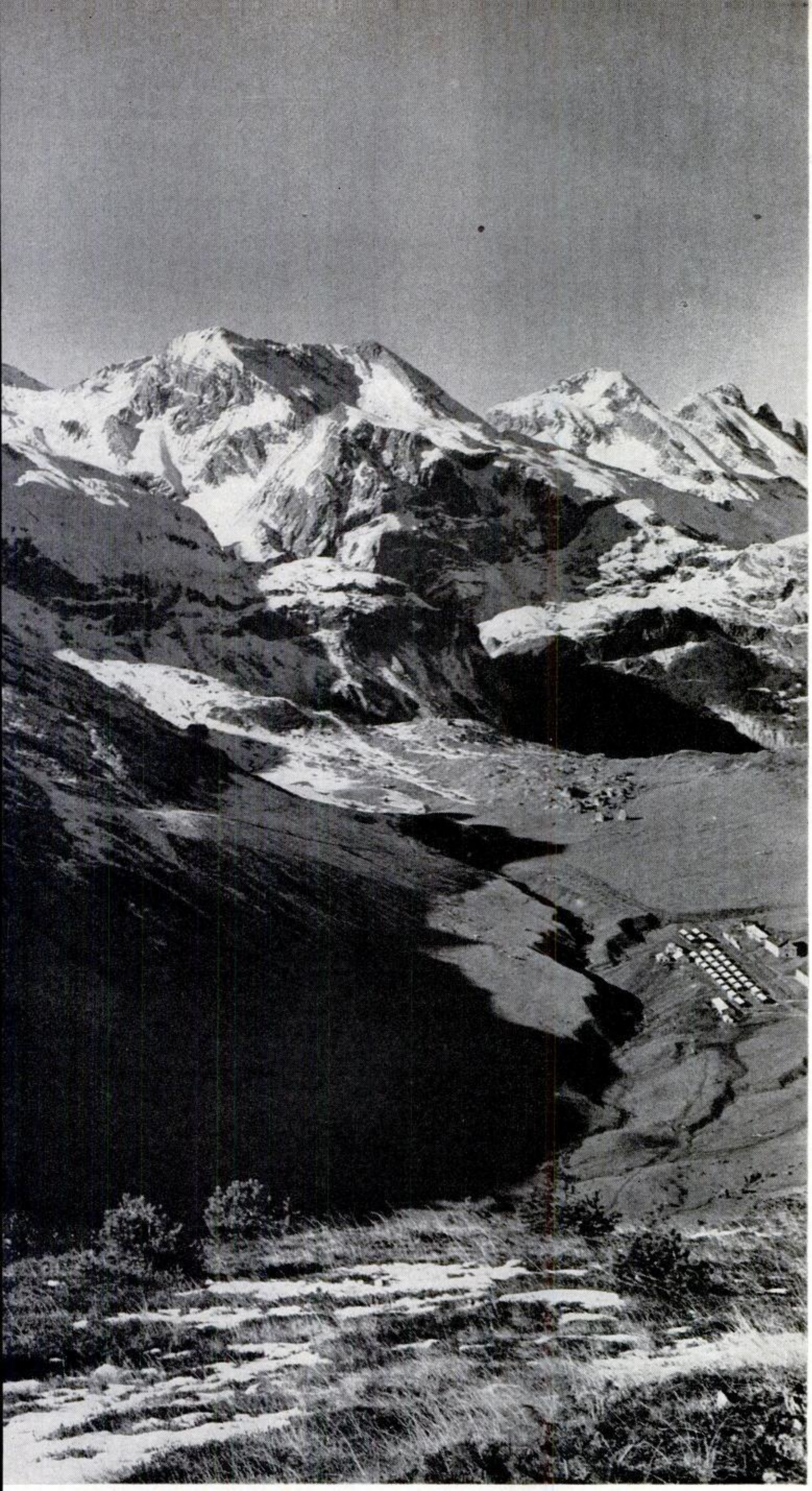


THE PYRENEES TOWER ABOVE SPANISH ARMY PATROL NEAR FRENCH BORDER, WHERE THE GREAT MOUNTAIN RANGE SEPARATES

SPAIN'S WAR ASSETS ARE MOUNTAINS, MEN

As a nation passionately desiring an alliance with the West, Spain can offer a number of military assets. One of them, a well-manned army of 430,000, is the carefully nurtured creation of the Franco regime. The rest were bestowed long ago by God, and of these the greatest is the Pyrenees massif (*above*)—the last formidable barrier to

Copyrighted material



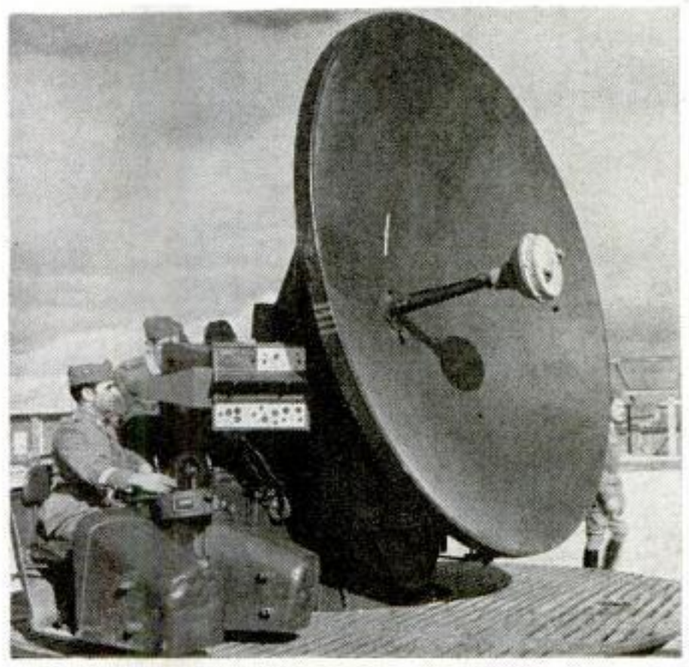
THE IBERIAN PENINSULA FROM THE CONTINENT. EXACT LOCATION IS MILITARY SECRET

any army sweeping southwest toward Gibraltar and Africa.

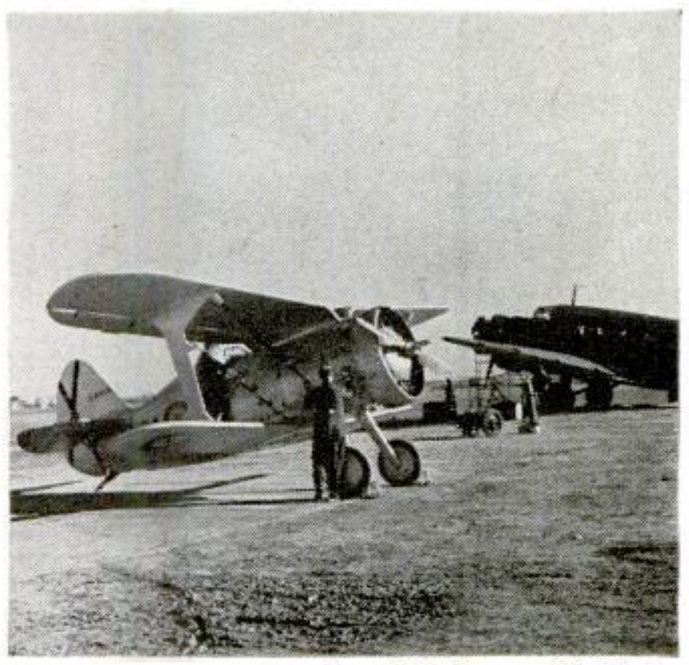
Many foreign observers are convinced that Franco's army lacks only modern equipment to be a first-rate fighting force. Its weapons are ancient (*right*) but its morale is high. This is not accidental. The Spanish soldier gets plenty of food, free and excellent medical and legal assistance and an education in the trade of his choice. At many barracks soldiers grow their own vegetables and at Getafé, on the road from Madrid to Toledo, they keep 360 pigs to insure a constant supply of fresh pork. No Spaniards in civilian life, except the very rich, have it so good.



TOP STRATEGIST of the army is Lieut. General Juan Vigon Suerodiaz, Chief of the Combined Staffs.



PRIMITIVE RADAR inherited from Germans in the Civil War is operated by soldiers at Carabanchel.



SPAIN'S AIR FORCE has 500 planes, all old. Biplane is Russian-built, prewar Curtiss I-15 fighter.

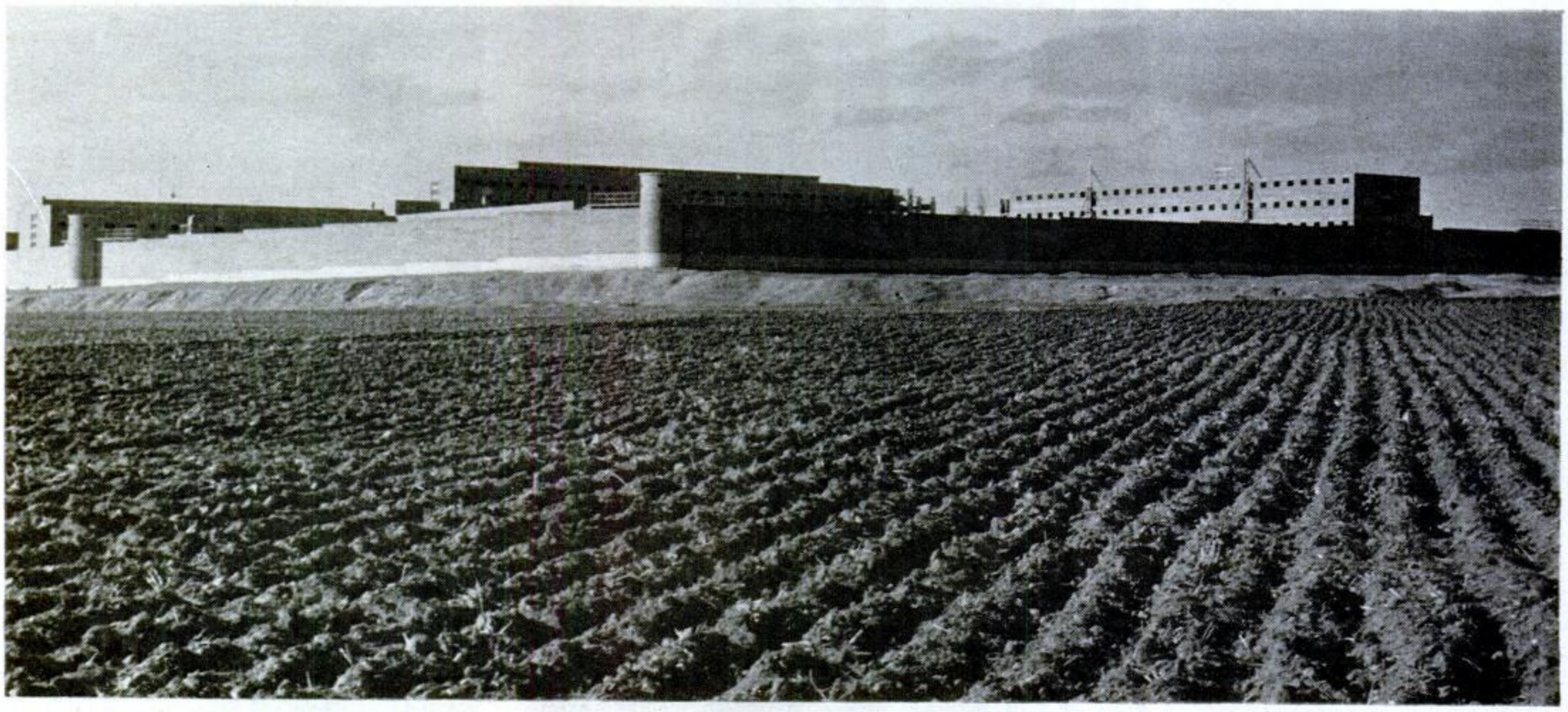


OBSOLETE TANKS like this old Vickers and a few German PZ KPFWs are leftovers from Civil War.

CONTINUED ON NEXT PAGE

Copyrighted material

IN THE BLEAK YARD OF MADRID'S "MODEL" ESCUELA PRISON, SOMBER-EYED POLITICAL OPPONENTS OF THE FRANCO REGIME FORM

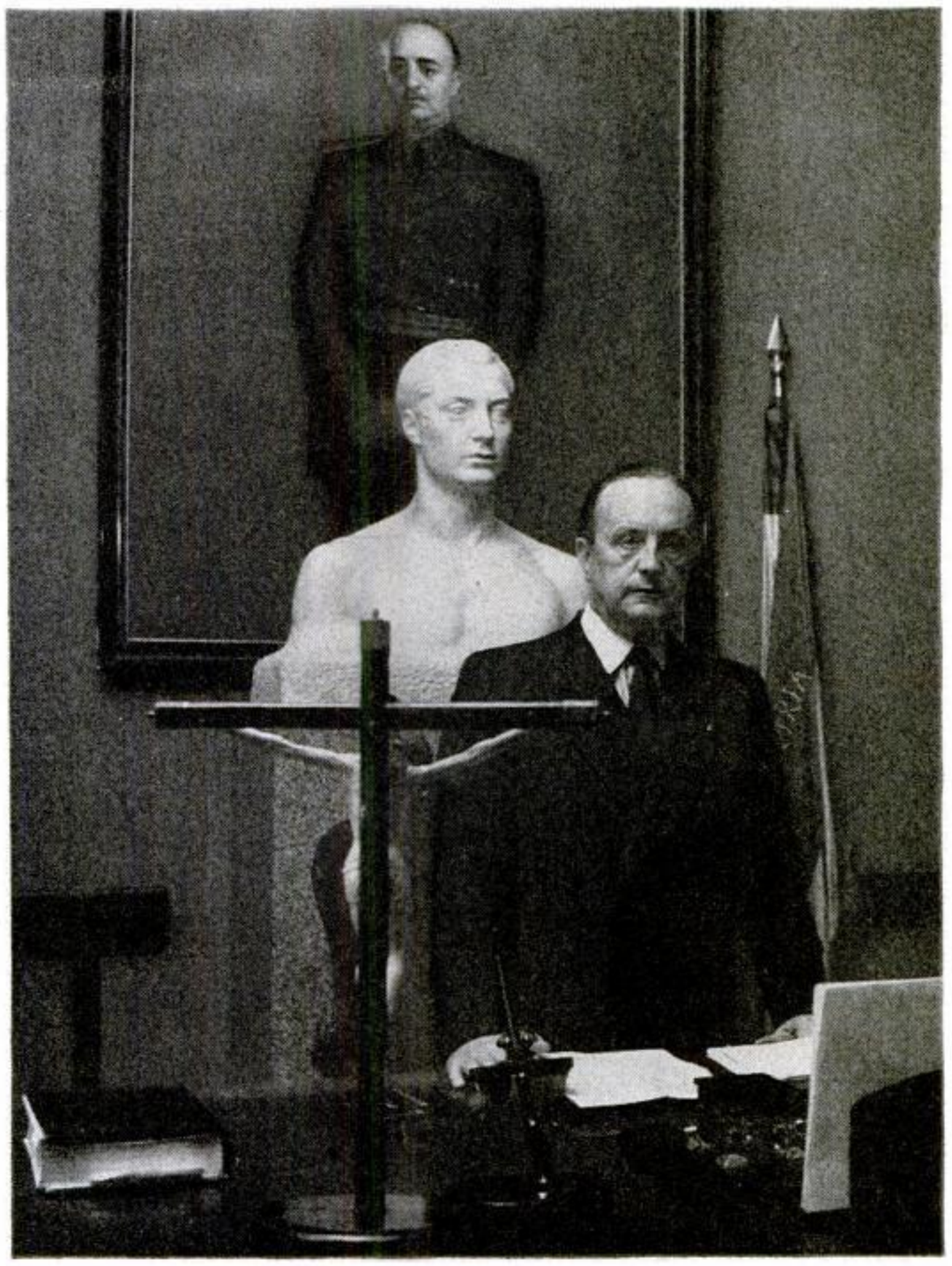


A NEW PRISON at Carabanchel near Madrid, almost completed, will house 10,000 inmates, some of them political prisoners. The government claims there is no discrimination between political and criminal prisoners and that they usually are not separated. Ex-inmates say the former often suffer severe extra penalties.

Copyrighted material



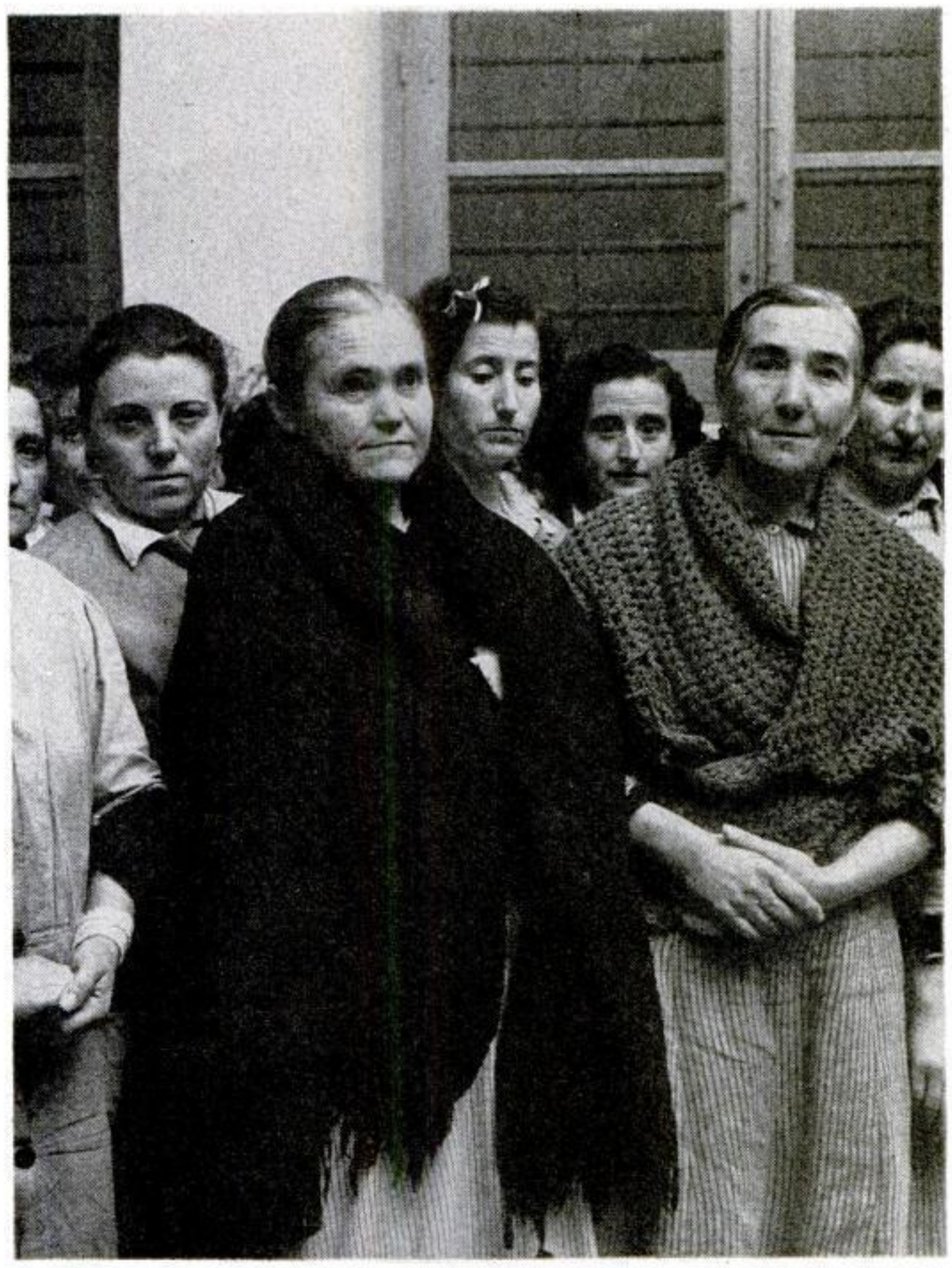
A RAGGED LINEUP IN RESPONSE TO A WARDEN'S TERSE ORDER



MINISTER OF JUSTICE Cuesta works among symbols of authority, including a portrait of Franco and bust of José Primo de Rivera, founder of the Falange.

PRISON ROLLS HAVE BEEN CUT

In 1948 the information office in Madrid published a pamphlet describing the good, gay, comfortable life in Spain's model prisons. This gaiety is not reflected in the faces of Spain's political prisoners (*above and right*). Such prisoners are now a minority in the jail population. Convicted of "crimes against the state," they are formally listed as "Communists" even though they may actually have been monarchists or liberals. In both the men's and women's prisons the inmates were reluctant to pose for photographs. But they shrank back in silence and obvious fear when the wardens approached and numbly obeyed their orders. When LIFE's photographer glimpsed a crowded dormitory behind heavy bars, the director said these inmates were "transients en route to work camps." A prisoner whispered, "No. These are the prisoners considered dangerous." The Ministry of Justice, headed by Raimundo Fernandez-Cuesta y Merelo, who is also secretary of the Falange (*above, right*), claims Spain's prison population has dropped from the high of 270,719 in 1939 to 37,711 in 1948, and that only 3,105 of these are political prisoners. Amnesties and political executions have helped in this reduction. Executions once numbered nearly 50 a day. Now, Franco supporters say, there are seldom more than 50 a year.



WOMEN PRISONERS in one of the few Spanish prisons to which visitors are admitted included several accused of cooperating with the revolutionary Maquis.

CONTINUED ON NEXT PAGE

Copyrighted material



TYCOON

This old man in a slightly rumpled suit is a onetime Catalan peasant named Juan March. His career reads like something out of a Spanish Horatio Alger, with overtones of Jesse James. At 14 Juan March was earning one peseta a day unloading tobacco on the docks of Palma. Today at 69 he is the richest man in Spain and perhaps in Europe, with a fortune estimated at $100 to $200 million. His business interests are varied although his wealth was founded on tobacco smuggling. Recently companies under his control picked up 3,200 surplus U.S. Army trucks in Germany, reportedly for 12,000 pesetas each, got them to Spain and sold them for 72,000 pesetas ($3,000) each. His latest foray, aimed at getting cheap control of a big electric-power company in Catalonia, has embroiled him with the British and Canadian investors and caused him to return to Spain from Switzerland, where he prefers to live. The Franco government befriends him and calls his activities "audacious economic nationalism." Although March took refuge in France during the bloodier part of the Civil War, there is little doubt that he was one of the major backers of the Franco revolt. Now he is supposed to have a finger in the monarchist pie.



MAYOR

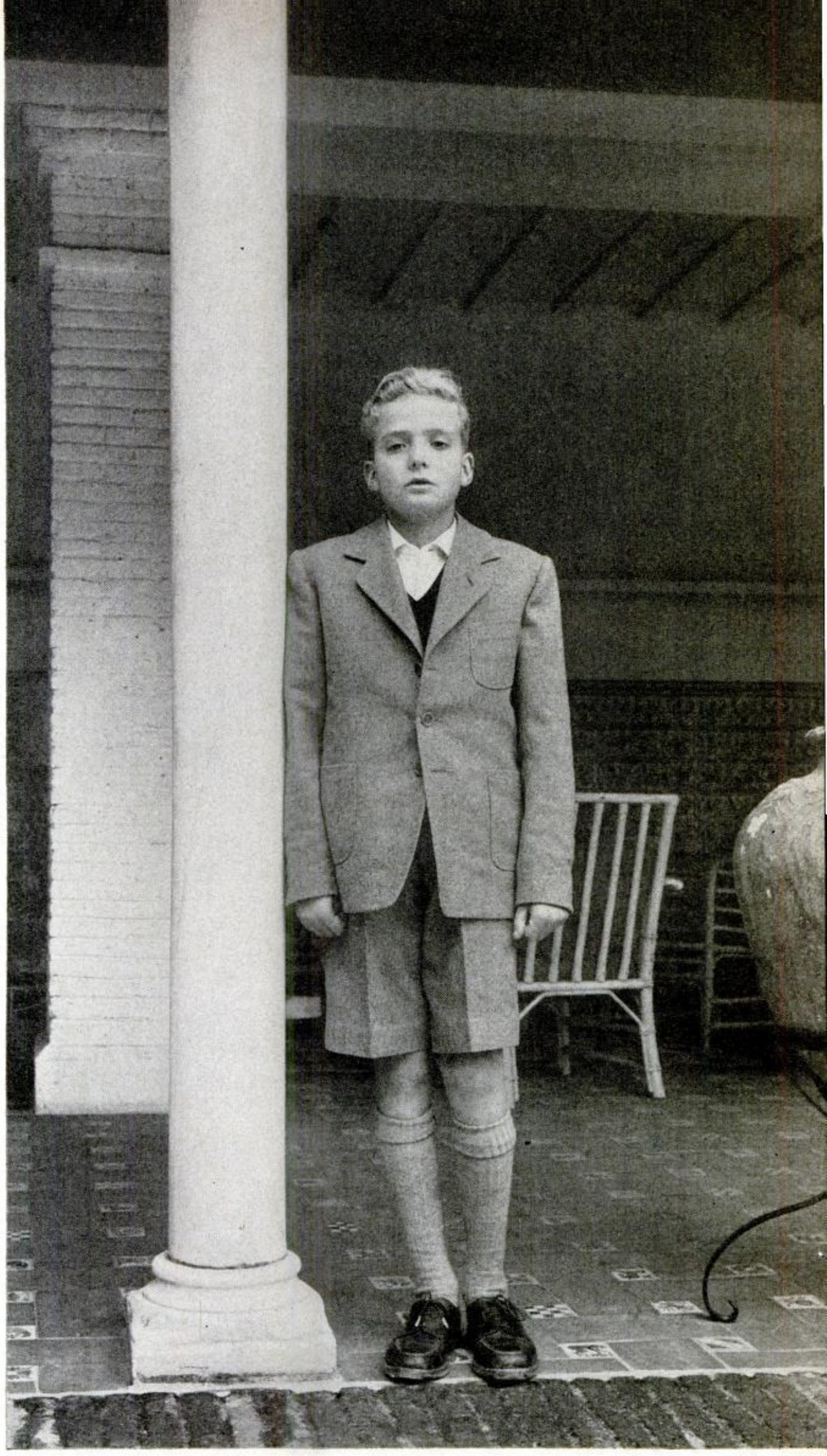
The local application of the policies of the Franco government often is carried out through the mayor's office, and the best known of Spanish mayors is bald, jovial, dynamic Don Joaquin de Zuazagoitia of Bilbao. Zuazagoitia made his reputation in 1947 when Bilbao's busy industries were silenced by the first (and last) strike since the Civil War. The strike lasted a little more than a week and ended in defeat for the 30,000 workers involved, but there were no disturbances, no sabotage, no picketing and no public demonstrations. At one point the Madrid government threatened the use of troops, but Zuazagoitia's smooth handling of the negotiations averted this danger. Like some other prominent Spanish personalities, Zuazagoitia is a former newspaperman, with a keen chamber of commerce spirit concerning Bilbao. In addition to his local duties he is now the chief of all the mayors of Spain and also a member of the Council of the Realm. The council was set up by Franco as the trustee of the government in event of his own death or the loss of his faculties. Should a royal prince (*opposite page*) be designated as Franco's successor, the council automatically would become a Council of Regency.

Copyrighted material



REFORMER

If democracy eventually comes to Spain, its architect may very well be the kindly, sober priest shown above. He is Dr. Don Angel Herrera Oria, Bishop of Málaga—"Red Málaga," where during the Civil War every priest was killed. In the two years since he became bishop, he has made himself the idol of the poor and in some ways the most revolutionary figure in Spain. Determined to reclaim for the church its once-great mission of social justice, Herrera established a Social School for Priests, primarily to teach sociology. Such crusty dignitaries as Cardinal Segura of Seville called the school "pernicious," but Pope Pius XII supported the bishop. Herrera's goal is a Christian state. To attain it, his students study Communism so they can know what they are fighting. The way to do it, Herrera believes, is "not with arms and force which are means of ephemeral victory, but by showing the masses, to whom we promised happiness in heaven while Marx promises happiness in mortal life, that long before Marx, St. Paul taught social justice and that we can and must now put our theories into practice." Some of his preachments suggest he is also fighting fascism, but Franco does not seem to be worried.



PRETENDER

This blond, handsome little boy was born in Rome on Jan. 5, 1938. He lived for some years in Italy, Switzerland and Portugal. Last November he moved into a large rambling house near Madrid. There, from 8:30 each morning until late in the evening, the little boy studies hard on one inclusive subject: how to be king of Spain. He is His Royal Highness Prince Juan Carlos Bourbon y Bourbon, son of Don Juan, the pretender to the Spanish throne. While it has been hinted for years that Francisco Franco planned an eventual restoration of the monarchy, the possibility did not become a distinct probability until last August. At that time Franco held a top-secret meeting with Don Juan aboard El Caudillo's yacht, at a rendezvous off the city of San Sebastián. Apparently the arrangement was then made for Prince Juan's move to Madrid, in conformity with an old Spanish law that says every king of Spain must be brought up on Spanish soil. Now the little prince lives with five other boys of his age, one of whom is also of royal blood, and studies under a professor, a priest and a social director. Juanito has shown an aptitude for geography and history and a liking for chess and boxing. He also does well in a course in court etiquette.

CONTINUED ON NEXT PAGE

Copyrighted material



BARCELONA SLUM

On this high hill overlooking the city of Barcelona a poor woman can enjoy a fine view and hang out the family wash. For some 50% of Spain's people the principal pleasures are those that come free. The average wage of industrial workers in cities like Barcelona is only $280 a year, and most rural laborers make even less. This poverty intensifies Spain's desire for aid. It is sharpened by the stagnation of the cities themselves, particularly the seaports. Although Barcelona's big power plant (*above, at left*) is in good running order and the city has some industries and a few magnates like Julio Muñoz (*right*), the export trade that made the city great has virtually disappeared as a consequence of Spain's political unpopularity.

. . . AND A PALACE→

All of the wealth of Spain is not gathered in the hands of the grandees, the government or economic freebooters like Juan March. Given a little working capital, an enterprising man can still succeed. Such a success has been registered by 34-year-old Julio Muñoz, shown on the opposite page with his pretty wife in their magnificent Barcelona palace. Ten years ago, at 24, Muñoz inherited a small textile factory from his father. He operated it efficiently and soon was able to buy another. Now he owns 39 textile plants and is one of Barcelona's richest industrialists, smokes big cigars and barks rapid orders into four telephones that adorn his desk. Spain's textile industry needs more machinery, materials and dollars for trade.

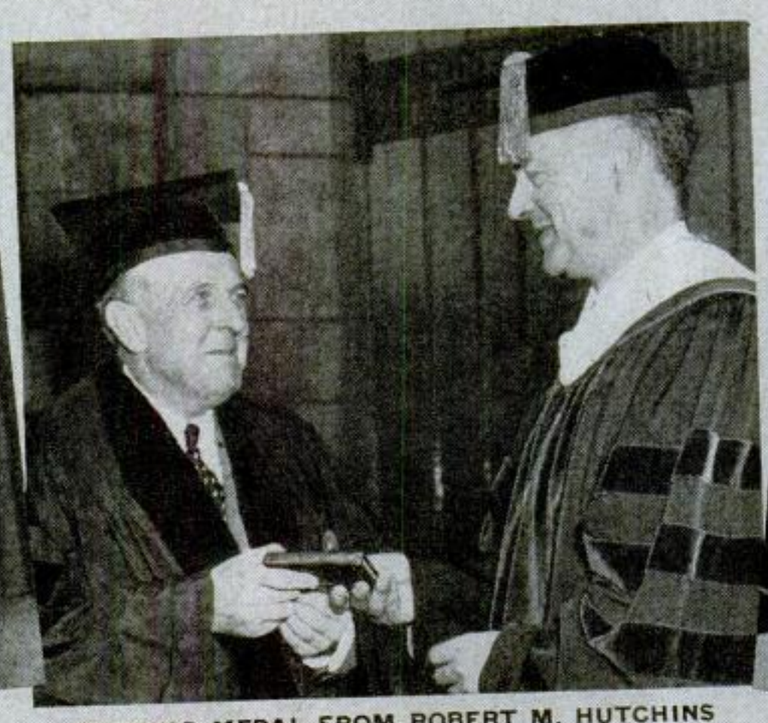
Copyrighted material



THE CROWDED LIFE OF PAUL HOFFMAN



ADDRESSING THE PRESS IN LONDON



GETTING MEDAL FROM ROBERT M. HUTCHINS



FLYING FROM TOKYO TO U.S.



ATTENDING A CONGRESSIONAL HEARING



REPORTING TO THE WHITE HOUSE



MAKING A POINT TO SEN. CONNALLY



TELEPHONING IS QUICKER



CHATTING WITH A LADY AT A BANQUET



GREETING ONE OF NUMEROUS CALLERS



BEING GREETED BY SHANGHAI'S MAYOR WU



READING TELEGRAMS IN THE EVENING

Copyrighted material

Paul Hoffman

A businessman-statesman in Ben Franklin tradition, ECA Administrator applies U.S. salesmanship to the job of making the Marshall Plan work

by NOEL F. BUSCH

PAUL GRAY HOFFMAN, who as head of the Economic Cooperation Administration has the unusual job of spending some $5 billion a year of U.S. taxpayers' money to rebuild the economy of Western Europe, is a middle-sized, Middle Western American businessman with graying hair, affable manners and an abundance of physical energy. These qualities are not in themselves sufficient to set him apart from many thousands of his compatriots in the same sex, age, income and good health brackets; and the salient point about Hoffman, at least superficially, is not how much he differs from what sociologists call "the norm" but how much he resembles it.

Hoffman, at 57, has brilliant dark-blue eyes and a good-humored, almost handsome face of which the habitual expression is one of contained amusement, as though at any given moment he expected to hear or see something that would be at least interesting and possibly entertaining. He dresses in conventional style, favoring dark double-breasted suits, soft shirts, loud ties and a lightweight gray felt hat of which the brim tends to get wrinkled along the edge. He is averse to standing still and when walking uses a rapid, somewhat rigid gait with his toes turned slightly out and considerable knee action. He speaks in a clear, agreeable middle-register voice, with an accent in which the harshness common to his native habitat of Western Springs, Ill. has been softened down to what might be mistaken for a vestigial or second-generation Irish brogue.

Hoffman's favorite gesture—one which is more effective in conversation than it is upon the rostrums where he has lately been spending a good deal of his time—is a quick turn of the hand from the wrist, rather like that of a poker dealer tossing out a card face up. The gesture suggests a desire not only to offer his opinion but to make it as plain as possible. Hoffman's tone of voice is earnest, his sentences are parsable, he rarely interrupts and he listens as intently as he talks. Phrases which he uses often are "as I see it," "from our point of view" or "in my opinion," the latter often shortened to a cautious, half-apologetic "my opinion." Last autumn Hoffman made a two-week trip around the world which, undertaken as a sort of spot-check of ECA progress, left him with a heightened appreciation of the Soviet aims and methods which ECA proposes to thwart. He sums up his impressions in terms like the following, "What we are confronted with by Communism is not so much a dangerous philosophy as simply a straightforward drive for world-domination, in which Stalin makes Hitler look like a piker—my opinion."

In Washington Hoffman lives in a five-room flat staffed by a middle-aged Virginian colored cook named Marion. He drives to work at the abnormally early hour of 8 a.m. in a Studebaker sedan driven by a courtly colored chauffeur named Brown. Many Washingtonians, perhaps as a result of the European influences to which they are exposed by the presence of foreign diplomats, are partial to convivial two-hour lunches. Hoffman, an abstemious drinker, prefers a drugstore snack or a quick tray from the cafeteria table at the nearby Metropolitan Club. Hoffman's wife and a quorum of their children and grandchildren are based at the family's capacious establishment in Pasadena, Calif. In Washington Hoffman is likely to dine with one or two department heads whom he takes home with him from the office. The dinners are not ceremonious banquets but appetizing short orders thrown together adroitly by Marion who is pleased rather than disconcerted by her employer's casual dependence on her ingenuity in such circumstances. Very little about the way Hoffman lives or works, except the nature of his job itself, distinguishes him from thousands of other American businessmen who, concerned with the weekly payroll rather than with rehabilitating the civilized world, talk, eat and conduct their daily routine in much the same fashion.

Hoffman's resemblance to the average American businessman goes much deeper than mere appearances. In savage or retrogressive countries, where there is nothing much to sell, salesmen are naturally a rarity. Conversely, that the U.S. has more salesmen per capita than any other nation is a fairly significant measure of the practical advantages of the American way of life. Hoffman spent the first 25 years of his adult life as a salesman or sales executive. He engaged in this American specialty, moreover, in the environment most thoroughly typical of his time and place, namely the automobile industry. Hoffman fitted so well into this centerpiece of the U.S. scene that he was a millionaire by the time he was 34. Thereafter he was vice president in charge of sales of the Studebaker Corporation, which he helped rescue from receivership in the early '30s and later headed as president. As a salesman Hoffman's exceptional talents were perhaps best summed up in a conversation between two New York businessmen who listened to a Hoffman speech on international affairs not long ago.

"I wish Hoffman would get out of government and get back in business," said one. "Why?" asked the other. "Well," said the first, "he's such a good salesman that I'd like to buy something from him."

Hoffman's philosophy of salesmanship fits his current line. "Selling, in my opinion," Hoffman is likely to remark, "is the process of transferring a conviction from the mind of the seller into that of the buyer." To a European, this definition might seem much more apt as a description of, for example, diplomacy or even one of the fine arts, with the word "beholder" substituted for "buyer." Selling is, in fact, a term which in the American idiom, derived from a competitive and expanding economy, includes many connotations which Europeans—for whom the word suggests haggling in some alleyway bazaar—tend to associate with different and more pretentious terms. As a super-salesman Hoffman is well aware of all the more recondite associations in the American sense of the expression and their application to his present role.

Hoffman got his present job largely on the strength of an excellent performance turned in during the war as head of the Committee for Economic Development. The function of CED was to inspect ways and means whereby the U.S. could avoid a violent recession during the period of postwar reconversion, thereby, among other things, encouraging labor to put forth its best efforts during the war instead of trying to grab its share while the war boom was still going on. Before CED, Hoffman had interested himself in public works as head of United China Relief and before that as a founder and first president of the Automotive Safety Foundation to promote highway safety. The latter was in a sense an outgrowth of a program to improve the roads around Los Angeles, which he undertook in the early 1920s.

Like Hoffman's local campaign to improve the driving conditions around Los

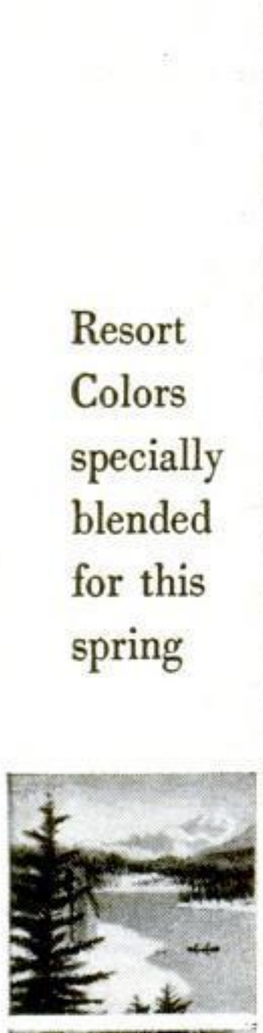


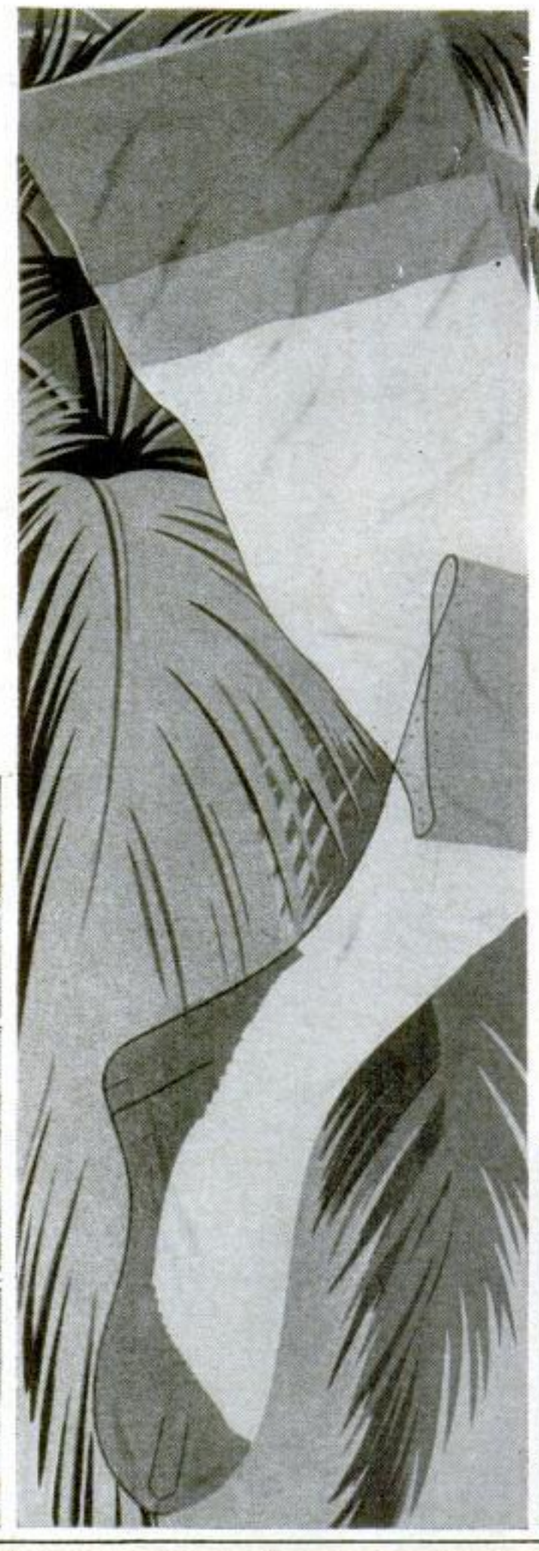
AT THE WHEEL of a Studebaker in 1913, Hoffman chauffeurs a group of relatives on an outing in California. He was then a salesman in Los Angeles.

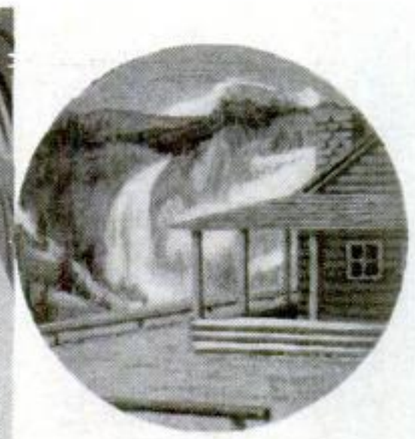
CONTINUED ON NEXT PAGE

Copyrighted material

Resort Colors specially blended for this spring

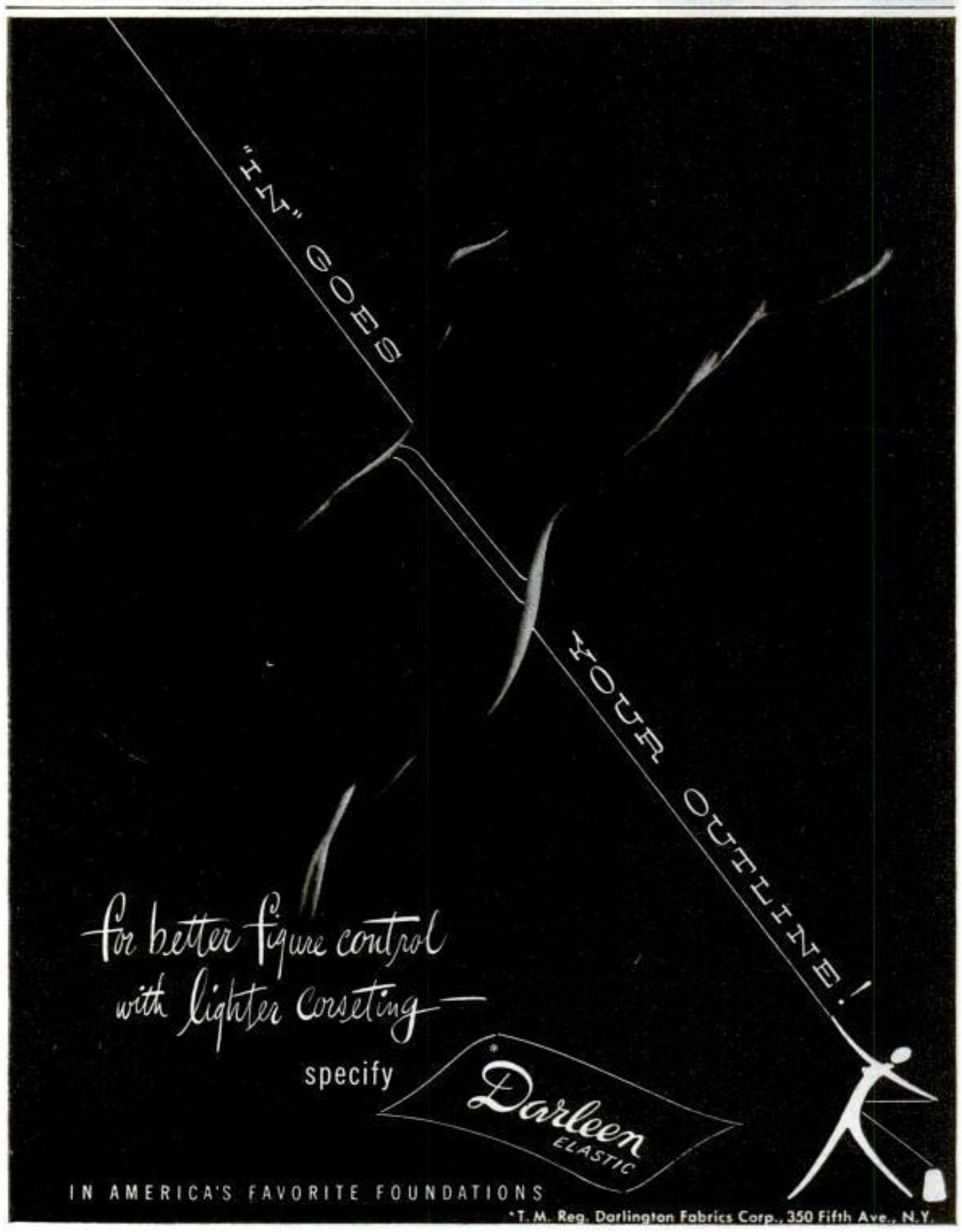


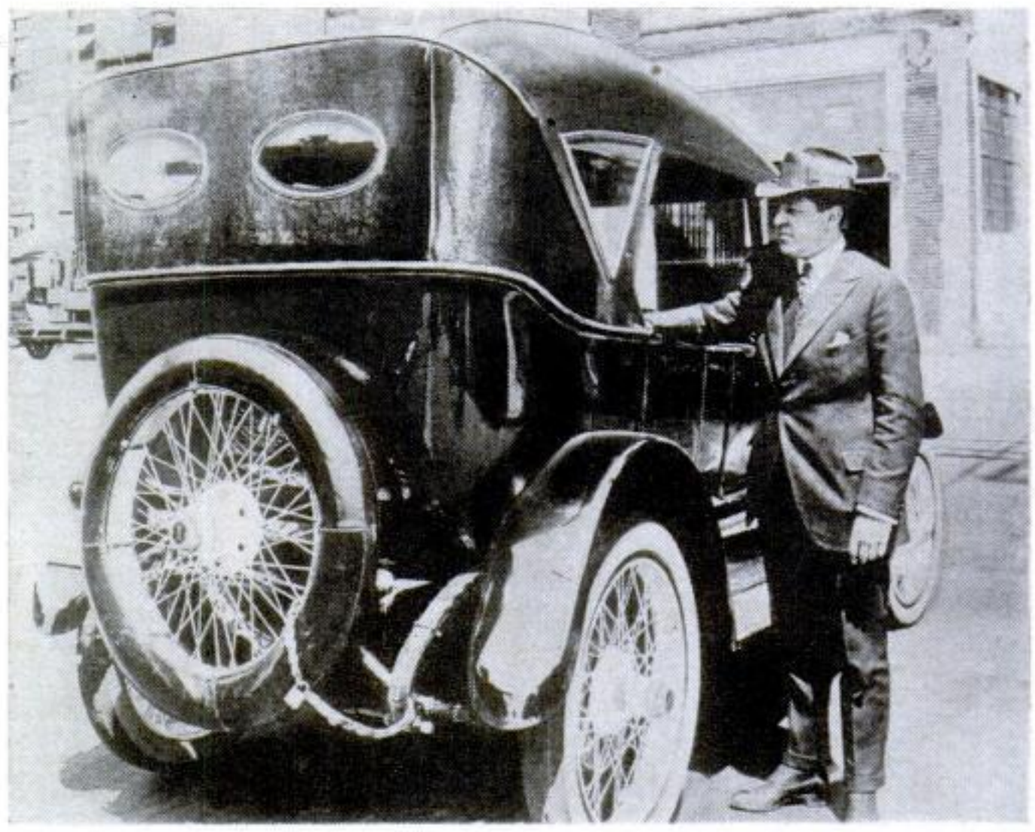




Points to look for in hosiery: sheerness—beauty of color—the precision workmanship that means satisfying fit and wear. All points you'll find in Vision nylons. "A vision of sheer loveliness" in just-right-for-spring Resort Colors. Made of du Pont nylon. At better stores. Knit Products Sales Co., 350 Fifth Ave., New York 1, N. Y.

Vision nylons





IN 1920s Hoffman had his own Studebaker sales agency in Los Angeles. The car he sold (*above*), though short on beauty, was considered long on ruggedness.

HOFFMAN CONTINUED

Angeles, his national campaign to diminish the death toll on U.S. highways was not entirely disassociated from the desire to sell more cars. This was proof not of lack of sincerity on Hoffman's part but rather of the depth and effectiveness of his enthusiasm. The highway program had a lot to do with making Southern California the motorist's and auto salesman's paradise which it is at present and caused Hoffman to be invited to run for mayor of that metropolis at the age of 33. The Safety Foundation, established in 1937 when cars were killing nearly 40,000 and wounding about 1,400,000 people every year, had a lot to do with cutting the highway casualty rate down to nearly half that number.

Hoffman himself, despite his interest in highway safety, likes to drive at a fast clip. He sees no contradiction whatever in this on the ground that, owing to his skill and experience, his safe speed rate is higher than the average. Nonetheless Hoffman's associates are sometimes startled by the consequences of his reasoning. A year or two before the war Hoffman and three fellow members drove from South Bend to Indianapolis for a Safety Foundation luncheon, where Hoffman made a characteristic speech urging a concerted program of highway improvement, traffic control and law enforcement to cut down accidents. On the way back to South Bend, Hoffman suddenly recalled a 7 o'clock dinner appointment and suggested to the driver, a friend named Charley, that they had better hurry up. Charley, already bowling along the wide Indiana highway at 45, put the car up to 50 but Hoffman remained impatient. "No fooling, Charley," he said, "we'll have to go a little faster if we're going to make that dinner." Charley got the speedometer up to 60 but Hoffman was still uneasy. "Look, Charley," he said, "maybe I'd better drive." The two changed places, Hoffman put his foot on the floor and the Safety Foundation members sped back to South Bend at a sensible 75.

It is not surprising that to Europeans a character like Hoffman seems rare and astonishing. Other nations traditionally have drawn

CONTINUED ON PAGE 129



IN 1949 Hoffman, on leave of absence as Studebaker president, loyally uses one of company's Commander Landcruisers. Driver is government employe.

Copyrighted material

Cottage Cheese and Peaches

CENTENNIAL JUBILEE SALADS

'49er "WAGON WHEEL" SALAD

Smooth, tangy zest of mellow COTTAGE CHEESE added to flavory goodness of canned Cling Peaches. That's good eating! Put them together in this '49er salad. There's extra eye appeal! . . . exciting . . . good eating . . . inexpensive, too. Do it this easy way:

BUILD A WAGON! Spread on lettuce or endive a half cup of snowy-white COTTAGE CHEESE. In center place a golden canned Cling Peach half. Fill with COTTAGE CHEESE and top with a cherry. The "wheels" are green pepper *slices* with the "spokes" left in—and pepper *"hubs"*—skewered to peach-half with toothpicks. Strip of pepper serves as "tongue." Serve with rye crisp wafer. Taste treasure, *for sure!*

Zesty, versatile COTTAGE CHEESE . . . tasty with fruit . . . delicious in salads! Or blend with chives—chopped olives—sliced onions—or pimiento bits. Grand *any time!*

CREAM CHEESE "GOLD STRIKE" PLATE

Good eating! Luscious, rich CREAM CHEESE blending its mellow zest with the golden goodness of canned Cling Peaches. Soften CREAM CHEESE with cream or mayonnaise. Serve on petals of canned Cling Peaches. Add rye crisp wafers. Um-m-m . . . *gold strike* in taste appeal!

FIRST IN FOODS

AMERICAN DAIRY ASSOCIATION
20 N. Wacker Drive Bldg., Chicago 6, Illinois

"VOICE OF THE DAIRY FARMER"

Copyrighted material

Yvonne De Carlo
starring in TECHNICOLOR PRODUCTION
"CALAMITY JANE"
A Universal-International Picture



I like the beautiful styling and budget prices of

Jolene

SHOES

says Yvonne De Carlo

Shoe drama in three acts! The front, the back, the side views . . . all Jolene Hollywood-Inspirations . . . young originality . . . color at its costume-making best! Here are value-giving shoes that keep your budget steady!

Remember to see Jolene's Easter Parade of Fashion, at your dealer April 1-17th

$6.95 and $7.95

Hollywood inspires them . . . everyone admires them

For your nearest dealer's name, write: TOBER-SAIFER SHOE MANUFACTURING COMPANY • SAINT LOUIS

Copyrighted material



FAMILY PORTRAIT shows 2-year-old Paul Hoffman (*left*) with parents, sister Margery and brother James, who now runs family ranch at Pasadena.

HOFFMAN CONTINUED

their statesmen from a special segment of society, out of which public service enlists the best brains. In the U.S. many of the best brains go into business and the public secures their services only after they have been seasoned and road-tested on this severe and impartial proving ground. The result, in a tradition that stretches from such recent examples as James Forrestal and Bernard Baruch back to Ben Franklin, is the businessman-statesman. Hoffman is not only the top living embodiment but the prototype of this often underrated institution.

The background which produced Hoffman was the small town of Western Springs, Ill., where he grew up and went through the township's public schools. Hoffman's ancestry was untypical only in that it included no new European blood. His forebears were early New Englanders who avoided such infiltration by going to the Middle West early in the 19th Century. Hoffman's father was an inventor, like many Americans of his generation. His inventions included a radiator valve, manufactured by a company of which he was a stockholder and president.

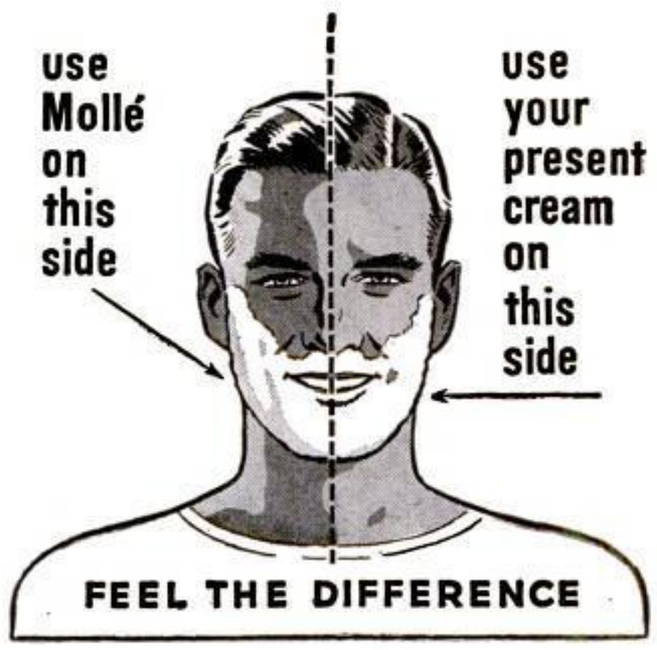
Young Paul Hoffman grew up in an era when, even more than at present, automobiles were the major concern of the younger generation. Long before he was out of his teens he had badgered his father into buying one of the first cars in town. This was a second-hand Pope-Toledo, upon whose delicate works he became an expert. After a year at the University of Chicago, Hoffman quit college in 1909 to take a job in an auto agency, specializing in a make of car called the Halladay, whose slogan was "Every Day a Halladay for Me." Hoffman started as a porter and was later promoted to apprentice salesman.

Lately the automobile salesman has often been a hard-faced purveyor of dubious novelties who, by throwing in a $3,000 sedan, persuades his customer to invest a handsome sum in the collection of radios, clocks, spotlights, chimes, bells and demountable mirrors which accompany it. In 1909 conditions differed. Only rich people owned cars. The chief advantage of being a salesman was that it implied possession or control of not one but several of these exciting vehicles.

Chicago was an early center of the U.S. sport of motoring. In it automobile salesmen occupied a social position comparable to that of cavalry officers in Budapest or members of the Jockey Club in Paris. Selling cars, like soldiering for the guardsmen or horse racing for the clubmen, was often a mere sideline for the salesmen. Their deeper interests lay in racing their cars against each other or taking impressionable young ladies out for rides. The working day for the dashing Chicago auto salesmen stopped at 4 o'clock in the after-

CONTINUED ON NEXT PAGE

"WEEK-END TEST" proves:
Cleaner, more soothing shaves!



Don't just guess what gives you the best shave—make this Mollé "Week-end Test."

1. Let your beard grow during the week end.
2. Monday morning, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half of your face. Spread it *thin!*
4. Go over your face JUST ONCE with your razor... and feel the difference.

Double your money back...

...if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N. Y.

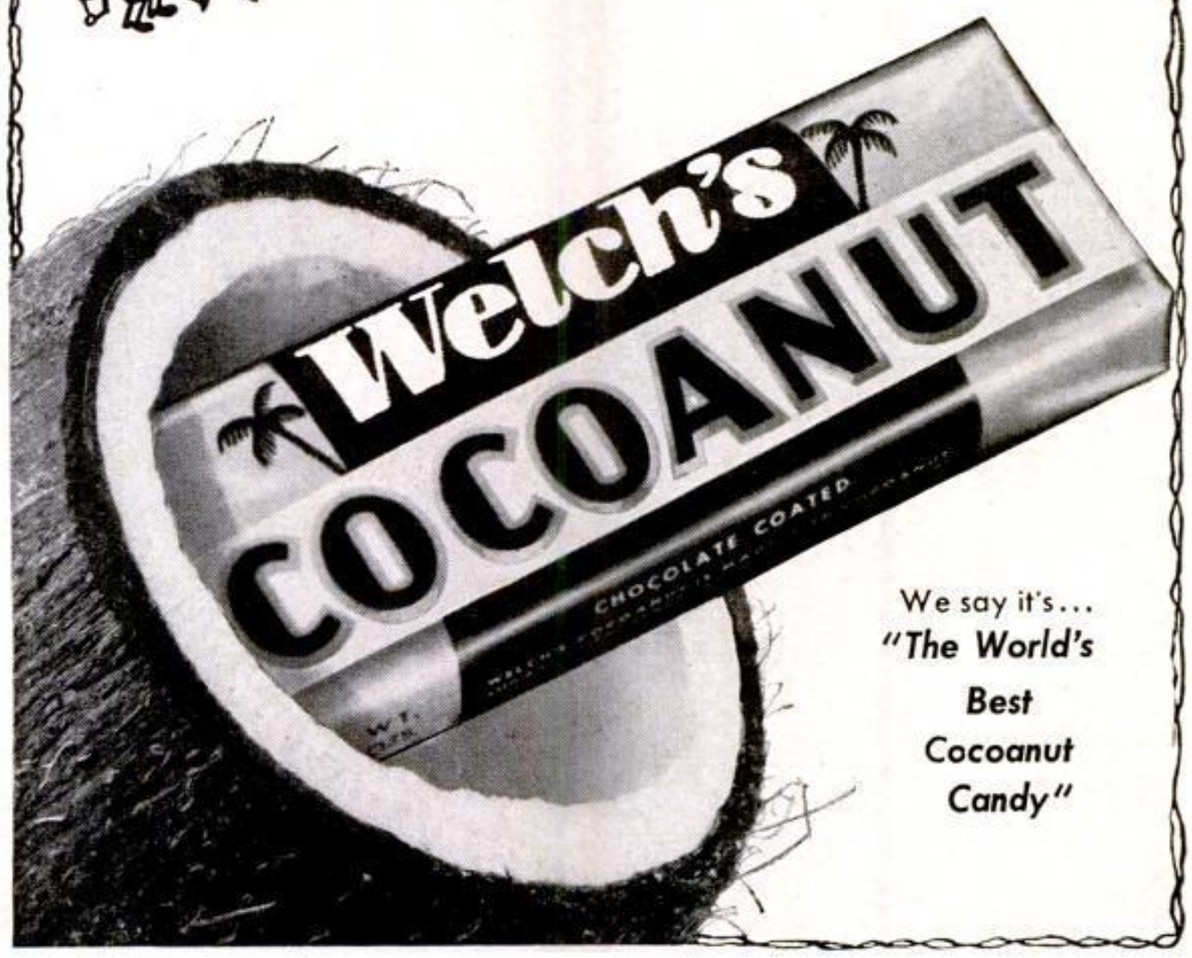


THE HEAVIER BRUSHLESS CREAM

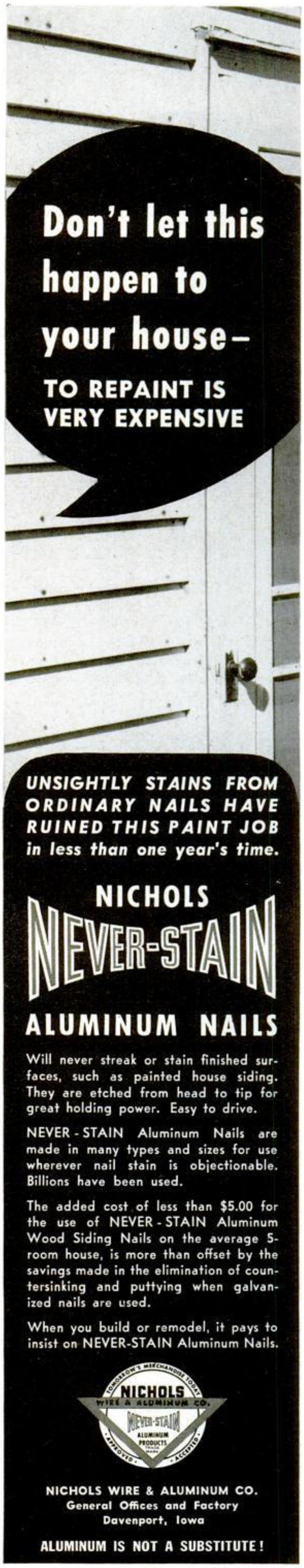


***This* argument is open and shut—**
The favorite: Welch's Cocoanut!

People from coast to coast say that this is their favorite candy bar because they like its fresh cocoanut flavor and the wonderful way the chocolate coating blends with its rich creamy center. If you have never eaten one of these bars, we hope you will try one soon, and we are certain you will enjoy it.



Copyrighted material



noon. After that they repaired to a convenient bar to discuss prospects—not for sales but for the evening's entertainment.

In the gay company of 1909 Chicago auto salesmen young Paul Hoffman, as a lover of machinery and non-playboy, was a maverick. While the other salesmen raced, caroused or conducted romances, he sold automobiles. Hoffman went to the unheard-of and actually dangerous extreme of venturing outside Chicago, with its convenient boulevards and saloons, into the surrounding countryside, where there were only rough dirt roads. In the territory to which Hoffman staked out a claim many of the residents had seldom seen a car, let alone thought of buying one. This caused Hoffman to work out an original technique for disposing of his wares.

In Chicago in the odd moments they devoted to their calling the salesmen competed in making their product seem more attractive to some lone millionaire than the product of their rivals. In the country, where no other salesmen were present, Hoffman had each prospect all to himself. Hence his only problem was to discover the best prospects. He soon devised a dependable technique for so doing. On arriving in a hamlet outside Chicago he would make for the bank and offer to drive the president home to lunch. On the way, instead of trying to sell the president a car, he would explain that he was new to the neighborhood and wondered whether the president could tell him a little bit about it. Even better than bank presidents as guides to potential automobile buyers were doctors, who also had extensive head-files on the local residents. With the help of doctors and bankers Hoffman, the country auto salesman, built up a record which surpassed that of most of Chicago's city auto salesmen. His reputation as a man who could perform the unlikely feat of selling automobiles in rural districts was all the more remarkable in view of his age, which was barely 20. Hoffman's age, however, involved one drawback. This was that, listed as an apprentice salesman instead of a regular salesman, his commission was one percent instead of 5%. Partly on this account Hoffman decided to go West.



LIEUT. HOFFMAN was in transportation work in 1918.

En route to California, Hoffman made further proof of his discovery that the best way to sell something is not to persuade an unwilling buyer but to find a willing one. He did this by peddling a line of accessories including an exhaust horn whose low, cowlike moan so charmed the dealers of the period that commissions on this one item alone paid for his trip. In the suburbs of Los Angeles where there were even fewer automobiles than there had been around Chicago, Hoffman's system worked better than ever. So expert had Hoffman grown by this time in picking the right prospects before expending time and energy on them that he encountered only one real failure. This was an obdurate visitor from Massachusetts named Brown. Brown was so determined to get a bargain that he refused every car Hoffman offered him. Finally Hoffman encountered a friend who had to sell his car at a sacrifice to meet a debt. Instead of buying the car himself Hoffman sent the friend to Brown who bought it, drove it for three months and then resold it at a profit. Brown's shrewdness and sales resistance fascinated Hoffman. The two men became close friends. When Brown's lively, red-haired daughter Dorothy came home from college at Wellesley, Hoffman paid court to her. They were married on Dec. 18, 1915.

Hoffman's interests, whether in business, civic improvements or intellectual abstractions, have a way of expanding. Far from being an exception to this rule, his domestic life is perhaps the best example of it. The far-flung Hoffman entourage now comprises six children, two daughters-in-law, various grandchildren and one ward. Hoffman's offspring, now of college or post-college age, are scattered about the nation at various institutions of learning or business apprenticeship, from which they return frequently to the family roost at Pasadena. The ward is the daughter of a Spanish portrait painter named Julio de Diego who once painted some murals for the Hoffmans' playroom. He became a close family friend and later when he and his wife were divorced the Hoffmans proposed that his 4-year-old daughter Kiriki come to live with them. Now 21, she is a Bennington undergraduate and does field work as an artist on *Mademoiselle*. In 1948 Kiriki's father married the celebrated Gypsy Rose Lee. Hoffman, a confirmed detective-story addict, has read Miss Lee's magnum opus, *The G-String Murders* and says of it, "She is no Dorothy Sayers but it was a good job all the same, in my opinion."

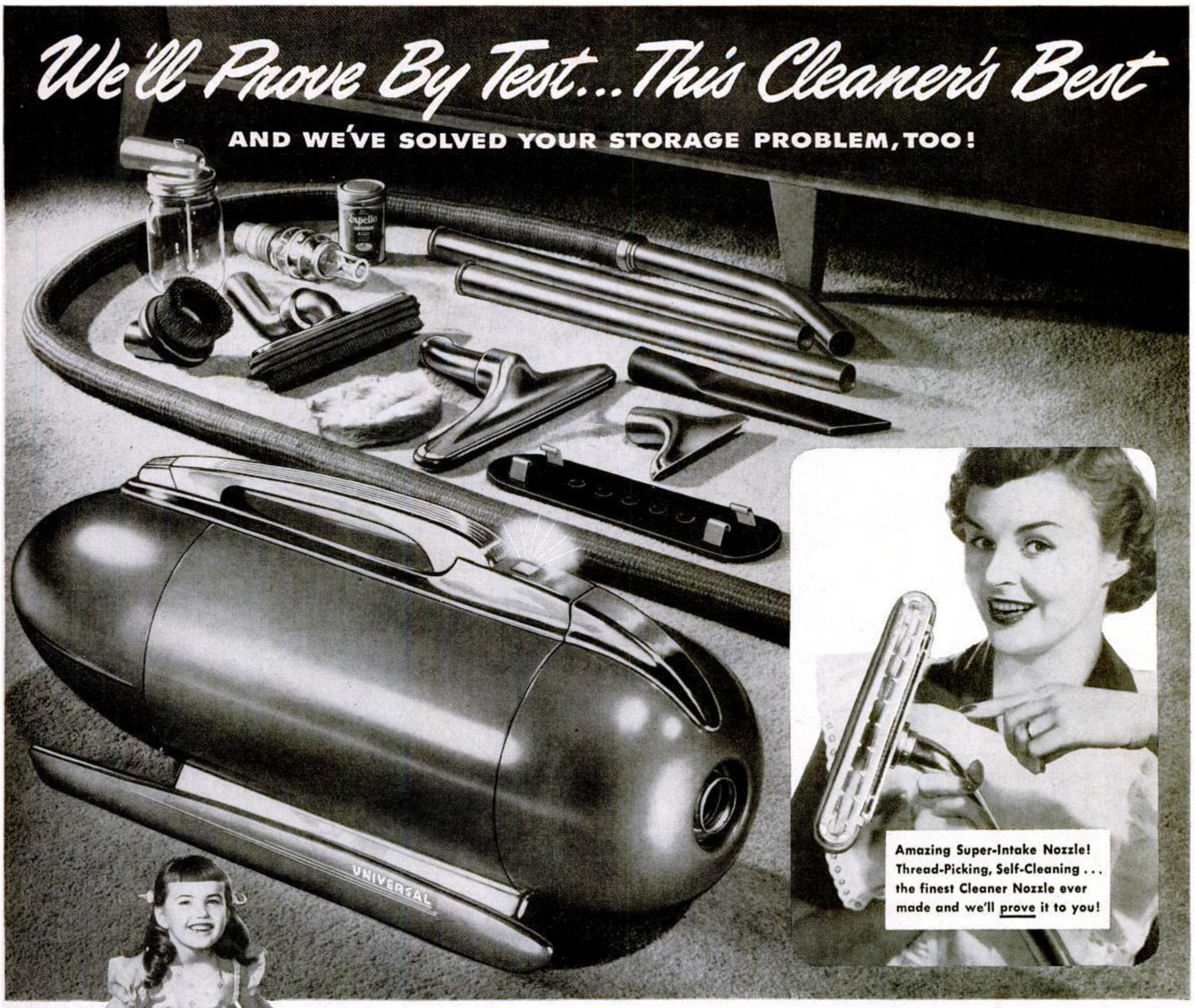
CONTINUED ON PAGE 132



Copyrighted material

We'll Prove By Test... This Cleaner's Best

AND WE'VE SOLVED YOUR STORAGE PROBLEM, TOO!



Amazing Super-Intake Nozzle! Thread-Picking, Self-Cleaning . . . the finest Cleaner Nozzle ever made and we'll prove it to you!



HERE'S UNIVERSAL'S NEAT SOLUTION TO YOUR CLEANER STORAGE NEEDS...

this magnificent custom-built Hassock-Chest that doubles as an extra seat for living room or den! Designed for tidy storage of cleaner and all 13 attachments, it's a splendid, durably constructed piece of furniture. Covered with stainproof, fadeproof simulated leather. 26½" x 15½". Regularly $24.95, it's the most practical trade-in value ever offered. See it now! Offer available for limited time only!

PERFECT CHOICE FOR COMPLETE HOME CLEANING!

DON'T be satisfied with just *any* ordinary cleaner . . . it costs no more to own the *best* . . . the famous Universal with the Super-Intake Nozzle that gets *all* that deeply imbedded dirt . . . faster, easier and better . . . and snatches up threads and lint, without clogging . . . without dragging rugs.

This cleaner's best by test for cleaning drapes, upholstery, mattresses, and venetian blinds, too, with its 13 speed-cleaning attachments. Its "Instant-Seal" Hose Connection saves time and trouble. And no other *cleaner* has the exclusive "Tattle-Tale" Light that tells you when dirt container needs emptying.

But *you* be the judge . . . make your own point-by-point comparison. See a demonstration of this distinctly better cleaner *now* at your Universal dealer's.

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

FIND OUT HOW YOU CAN GET THIS HASSOCK-CHEST TODAY!

LANDERS, FRARY & CLARK
DEPT. LT-1, NEW BRITAIN, CONN.

Please send me full details about Universal's combination Cleaner and Hassock-Chest offer.

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

Copyrighted material



What a joy your pup can be when Sergeant's keeps him trouble-free!

He's sad when you leave. Wildly happy when you come back. In fact, he thinks you're pretty wonderful! And it's mighty easy to live up to that reputation when you use Sergeant's Dog Care Products to keep him feeling top notch. There are 21 in all—each one developed and tested by our consulting veterinarians—to provide reliable home treatment for many dog ailments. Behind them is a regard for dogs and a wealth of experience that has built confidence in Sergeant's for 74 years. Keep the following items on hand to give your dog the care he deserves. Your drug or pet store has them.

FOR WORMS . . . which may prove fatal and which infest nearly all puppies and most grown dogs . . . Sergeant's SURE SHOT* Capsules for large dogs—Puppy Capsules for pups and dogs under ten pounds.

FOR CONDITIONING . . . after worming or illness—Sergeant's Condition Pills and Sergeant's Vitamin Capsules (VITAPETS*)—the daily food supplement.

DISEASE-CARRYING TICKS are killed quickly and surely by Sergeant's Tick Killer.

FREE: *How to keep your dog healthy and happy. Get your copy of Sergeant's Dog Book at drug or pet store. Or write Sergeant's, Richmond 20, Va.*

*℗ *Polk Miller Products Corporation.*



Sergeant's* DOG CARE PRODUCTS



GEM PUSH-PAK

SPEEDY! Ends blade unwrapping, delivers naked blade in split second! The *only* blade dispenser that floats edges in air—they cannot touch or dull each other. The *only* dispenser with a 'show window'—you *see* how many blades are left!

'SHOW WINDOW'—
see blade-edges
floating in air!

Gem Push-Pak with 10 Gem Blades . . . 49¢



GEM'S CLEAN SWEEP SHAVE!

An A.S.R. Product—Gem Div., Amer. Safety Razor Corp., B'klyn 1, N. Y.

HOFFMAN CONTINUED

Hoffman's adult progress from star country salesman of automobiles to the top U.S. businessman-statesman started shortly after World War I. Hoffman, who had gone in the Army in 1917, speedily rose to the rank of artillery lieutenant, assigned to the maintenance of transportation facilities at Camp Jackson, S.C. When he got out he acquired the Studebaker dealership in Los Angeles where, owing to postwar demand for cars, the development of the movie industry, and the growth of the community as well as to his own abilities, his career flourished. In 1925, when he had already made his first million, established a business which still brings him a sizable income and was being widely discussed as a candidate for mayor, Studebaker asked him to become vice president in charge of sales and Hoffman accepted the job.

Studebaker, the oldest U.S. auto company, was at that time under the presidency of Albert Russel Erskine. The previous incumbents had been Frederick S. Fish, a son-in-law of J. M. Studebaker, and before that old Mr. Studebaker himself. He was a former carriage-maker who ran the company at a horse-and-buggy pace and never ceased deploring his staff's habit of using memorandum pads. He preferred to snip the backs off incoming envelopes for this purpose.

Under Erskine the company prospered notably until 1933, when depression and a shortage of cash forced it into receivership. Erskine killed himself. Control of the company passed to Hoffman as president and his friend Harold S. Vance as chairman of the board.

According to all existing automobile industry precedent, an automobile company that went into receivership never got out. The main reason for this is that dealers, afraid they will be unable to get parts and service and will thus antagonize their customers, desert the sinking ship. During his tenure as Studebaker's sales chief Hoffman, as an ex-dealer, had naturally kept in close touch with his ex-colleagues and understood their problems thoroughly. In the case of Studebaker he was able to persuade them that the company was going to survive; and their assurances of loyalty enabled him, instead of liquidating the company, to rebuild it. By 1935 Studebaker was out of receivership and Hoffman, as one of the chief authors of its astounding recovery, had become the cynosure of the auto industry and ready for the third and transitional phase of his career.

For moving out of the category of a top figure in the fiercely competitive, brilliantly colorful automobile business into that of a global businessman-statesman, Hoffman's status in the former was especially advantageous. Hottest of all automotive competition is naturally that among the Big Three: Ford, Chrysler and General Motors. Averse to being represented outside the industry by any rival Big Three executive, Big Three bigwigs are thus obliged from time to time to accept an esteemed outsider in this capacity. Hoffman, as the sensationally capable head of a big independent company, was precisely that. Persuading the industry to put up the initial $200,000 for the Automotive Safety Foundation was by no means his only excursion into the fields of politics and civic welfare. By 1942, for instance, he was heading things like the United China Relief fund.

The fund's selection of Hoffman as chairman was not predicated on his familiarity with the Orient, which Hoffman, though he had made a few trips to Europe on Studebaker business, had never even visited. It was predicated on his organizing and selling ability as exhibited to the fund's founders in his reorganization of Studebaker and his work on the Safety Foundation. New schemes for raising charity funds are rare. In raising money for China, Hoffman, applying the same ingenuity about prospects that he had displayed in Chicago, thought one up immediately. Taking a leaf from Franklin Roosevelt's statement of the novel principle of Lend-Lease, Hoffman suggested to the sales managers of big industries of the Middle West, who had slacked off civilian production for war contracts, that they "lend-lease" to him their top sales executives. With the help of these, headed by Scott Fletcher, then Studebaker's own sales manager, he put on a whirlwind drive to which many major contributors were automotive and industrial people who knew as little about China as himself.

Hoffman's job as head of the Committee for Economic Development, which he took later, was the natural outgrowth of his membership in the Department of Commerce's Business Advisory Council. As its chief, Hoffman did a little-publicized but admirably effective job not only of figuring out means whereby the U.S. could reconvert without a recession but also of persuading businessmen all over the land to utilize these means through surveys of their postwar possibilities, warnings of what the failure to get ready for the change might mean, and frank recognition of the fact that victory was just around the corner. In CED work Hoffman got what amounted to a five-year postgraduate course in applied economics and sociology under the top specialists in the nation, which when added to his other qualifications made him an obvious

CONTINUED ON PAGE 135

Copyrighted material



"I was curious...



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"

Schlitz

© 1949, JOS. SCHLITZ BREWING COMPANY, MILWAUKEE, WIS.

Copyrighted material

Peace is America's Most Important Business!

You can be proud of your new Army . . .

An Army of Specialists—strong, resourceful—
advancing science, fitting men for new and satisfying careers.

An Army of Opportunity . . . where leadership, initiative,
ability are required, recognized, rewarded.

An Army with One Great Purpose . . . PEACE!

There is opportunity for every young man in the new U. S. Army. You can get full details at any U. S. Army and U. S. Air Force Recruiting Station.





The U. S. Army—Part Of The Team—For Security

Army Day-April 6

Know your new Army better. Visit your nearest Army post, camp or station.



LUNCHING ALONE, as he is doing here in a drugstore, is Hoffman's way of saving time in Washington, where business lunches are often fancy and long.

HOFFMAN CONTINUED

choice for his present post. Hoffman was at Honolulu, on his way back from his first visit to Japan as special economic adviser to the Army, when a telephone call from the White House informed him of his appointment.

After pausing in Pasadena long enough to get a physical checkup, Hoffman arrived to be sworn in and take up his duties two days later on April 9, 1948. In Washington he moved into suite W-902 of the Statler Hotel, borrowed a secretary from the local Studebaker office and found that he was in business.

In setting up an organization to disburse U.S. taxpayers' funds to Europe at a rate that dwarfed even Roosevelt's domestic philanthropies Hoffman lacked precedents but had at least one compensating advantage. This was the enabling act, which laid down specifications for the structure and functions of ECA and provided for strictly nonpolitical selection of its personnel.

Hoffman's closest business associate and friend outside the automobile industry is Maurice T. Moore, a member of the New York law firm of Cravath, Swaine and Moore and chairman of the board of Time Inc., who had handled much of the legal side of the Studebaker reorganization and later became the company's general counsel and one of its directors. Moore arrived at suite W-902 the day after Hoffman got there and stayed with ECA for the next five months, helping Hoffman conduct one of the most spectacular talent-drafting jobs in the annals of Washington agencies. Quartered first in General Pershing's old suite at the State Department and later in the new Maiatico Building, across Lafayette Park from the White House, ECA raided other government departments, institutions of higher learning and the nation's industries with impartial zeal. Within six months Hoffman had despatched missions to 16 of the 19 Marshall Plan countries and built up a supercharged home office. The staff now totals 3,150 members. While opinions about ECA objectives may vary, Hoffman's organization at least seems to be geared to attain them with a lack of friction almost unique in the history of Washington bureaucracy.

Big men for big jobs

ECA's foreign missions, headed in Paris by Averell Harriman, who quit his cabinet post as Secretary of Commerce to take on the job, are composed of assorted specialists chosen for their diplomatic skill, political common sense and knowledge of the kind of economic problems presented by the country to which they are assigned. Cooperating with U.S. embassies, the missions not only help European economists to draft programs that will fit into the basic policies worked out in Washington, but also advise participating governments on how to utilize the results.

The chief function of ECA's Washington office is a complex process usually referred to, in typical bureaucratic jargon, as "programming." Programming is an inclusive term which really covers sev-

CONTINUED ON NEXT PAGE



Copyrighted material



No wonder "Turtles" are famous from coast to coast. The creamiest of creamy caramel, the richest of rich milk chocolate and luscious pecan halves . . . there's no other candy quite like the one and only "Turtles." An unusual and exceptional gift . . . distinctive, wonderfully delicious! If your town has no "Turtles" dealer, send $1.65 for *one* lb.; $1.55 for *each additional* lb. sent to same address, same shipment . . . **DE MET'S, INC.,** Div. A-400, 312 West Madison Street, Chicago 6, Illinois.

TURTLES BRAND CHOCOLATE PECAN CARAMEL CANDY
is the U.S. registered © *Trade Mark of DeMet's, Inc.*

MADE ONLY BY DeMet's, INC.

New and Wonderful! ... by BENEX Brushless



BOWLS OVER TOUGHEST BEARDS!

PATENTED "WETTING AGENT" IN NEW BENEX SOAKS ANY BEARD SOFTER—ACTUALLY MAKES BEARD 1/3 WATER!—SO RAZOR WHIZZES THROUGH!

NEW BENEX WINS!

IN ACTUAL SHAVING TESTS BY HUNDREDS OF MEN, BENEX WON OVER EACH LEADING BRAND TESTED—FOR SMOOTHER, EASIER SHAVES!

At drug counters... or try sample...

EASY ON—EASY OFF—DOES NOT CLOG RAZOR

FREE! Fill in and mail for free trial-size tube.
Paste on penny postcard if you wish
Bristol-Myers Co., Dept. L-491
630 Fifth Ave., New York 20, N. Y.
Name_____
Address_____
City_____ State_____
(Offer limited to residents of U.S.A.)

EXTRA COMFORT!
AFTER-SHAVING ACTION LEAVES SKIN FEELING FINE!

GET BRISTOL-MYERS' BRUSHLESS WONDER TODAY!

eral separate operations of which the main purpose is to check the validity of European requests, make sure they do not conflict with each other and see that they disrupt the U.S. economy as little as possible. ECA's programming has so far included a few bobbles like last autumn's confusion about aluminum, when it falsely appeared that during a period when this metal was in short supply at home, ECA shipments of virgin aluminum to Europe were coming back to the U.S. in the form of aluminum scrap. More remarkable is that it has so far made a good start on the most complex economic job in history without a trace of scandal, interdepartmental knife-throwing or interior dissension of the sort that made most of Washington's comparable wartime agencies resemble rival snake pits. Much of ECA's smoothness of operation is due to the fact that its top officials—men like Harriman or William Foster, his deputy—are accomplished executives, long accustomed to high administrative authority. Much of it also is obviously due to Hoffman's own remarkable knack of selling his own convictions about the purpose to his own organization. If the atmosphere in the Maiatico Building lacks the frenzy and confusion which characterized wartime Washington outfits like WPB, it retains, unlike most peacetime bureaus, the same sense of urgency. Visitors find the corridors humming, not to say jumping, with activity from 8 a.m. till about the same hour every evening. The whole affair has the cheery and familiar aspect of a first-class auto salesroom during the springtime rush.

In performing his present planetary tasks Hoffman's technique of getting out of the showroom into the surrounding country involves somewhat more extensive motion than it did when he applied it in peddling Hallidays. His 14-day around-the-world trip last December, with stops in London, Brussels, Istanbul, Damascus, Karachi, Calcutta, Bangkok, Hong Kong, Shanghai, Seoul, Tokyo, Wake, Midway and Honolulu was a case in point. In foreign territory Hoffman still goes straight to the top local dignitary, asking qestions which, if they differ in some respects from the ones he used to ask suburban bankers and doctors, are put with much the same ingratiating air of intensely purposeful curiosity. In London Hoffman's equivalent of the country banker was England's chilly, knowledgeable chancellor of the exchequer, Sir Stafford Cripps, with whom he dined at No. 11 Downing Street shortly after his arrival. After dinner Cripps and the first citizen of South Bend got down to a theoretical discussion of socialism *vs.* U.S. capitalism, in which Cripps referred to the familiar British paradox that the Marshall Plan puts the U.S. in the incongruous position of advocating free enterprise at home while enforcing planned economies abroad. "Cripps, as I saw it, was wrong about that," says Hoffman, who has become a friend and admirer of the chancellor. "Furthermore I said that in my opinion unless he took care he was likely to find himself running a new British conservative party—just because common sense would show him that the ends he has in mind could be achieved by free competition quicker and better than they can by socialism under any sort of government controls."

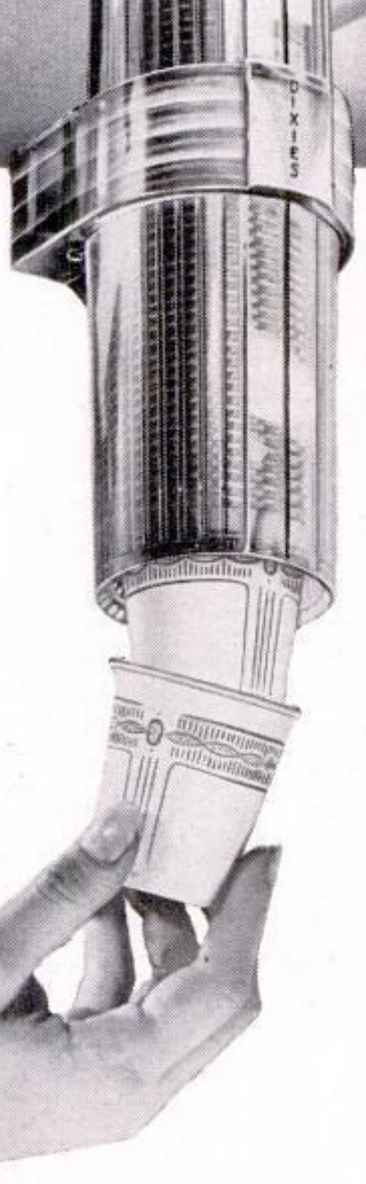
Around the world with Studebaker

ON field trips of this sort, global or otherwise, the ECA administrator travels light, carrying two suits, a few shirts and other essentials which he packs in half an hour or so with the aid of Marion. When not conferring with heads of state or treasuries, he is likely to hobnob with local Studebaker dealers, with most of whom he was well acquainted either in Europe or at South Bend, and who are naturally eager to be helpful to their former boss. In London a day or two after dining with Cripps, Hoffman sneaked away from his suite at Claridge's to meet an old friend and Studebaker representative named Bertie Henly, who whisked him out to dinner at an inn at Henley on Thames. At Istanbul, where Hoffman's stop was of brief duration, the manager of the airport was also an old Studebaker man who took his ex-boss for a whirlwind tour of the environs, along with several government officials who had come out to pay their respects while the plane was being gassed. Hoffman was accompanied by Sam Richards, previously his assistant at South Bend and now in a similar capacity at ECA, who kept a photographic record of their moves. The middle stretch of the trip —all made by ordinary commercial plane—was further brightened by the company of Eddie Eagan, New York State Athletic Commissioner and ex-Olympic star, who was trying to circumnavigate the globe in less than seven days, carrying with him a container of ice cream intended for consumption at a Circumnavigators Club dinner on his return. Hoffman managed to get back to Pasadena in time to celebrate his wedding anniversary just a day late, bringing with him kimonos from China in the right size, and perfumes from Paris in the right brands, for most of the ladies of the house-

CONTINUED ON PAGE 138

Copyrighted material

"Best little cold stoppers your family could use!"



Announcing DIXIE CUPS ...in NEW WALL HOLDER for your HOME!

FOR KITCHEN

Handy for milk, juices—countless every-day uses! Ends constant clutter of soiled glasses at sink . . . constant washing, scalding, returning glasses to cabinets.

FOR BATHROOM

No more smeared, germ-collecting bathroom tumbler, spreading colds and other mouth-carried infections! Saves needless doctor bills. Shows extra consideration for guests.

Combination Offer **$1.89**



Handsome, clear plastic holder, easily attached to *any* wall. Slight pull gives you a clean, individual Dixie Cup every time—children can help themselves! Packaged with 120 Dixie Cups, in two dustproof, shelf-fitting cartons. Additional cups available everywhere.

DIXIE CUP COMPANY, Easton, Pa.

ON SALE AT YOUR LOCAL STORE

Copyrighted material





HOFFMAN CONTINUED

hold. Two days later he was back in Washington to start the job of selling Congress on appropriating another $5,430,000,000 for expenditures in the next 15 months.

Hoffman's extensive home life is run in a friendly, unpretentious fashion. Himself an enthusiastic poker and gin rummy addict, Hoffman has given all his children a thorough grounding in both games, especially the former. In family poker games chips are valued at $5 a stack but accounts are settled at 20¢ to the dollar and Hoffman takes pride in the fact that his children are now as likely as himself to come out ahead at such sessions. Like the dancing master who keeps one step for himself, he has a few dodges that enable him to maintain a slight edge. In Washington not long ago a Treasury official happened to explain to him the system whereby the single small initial on the upper left and lower right face of every dollar bill is a clue to whether the number of the bill is odd or even. Tricks of this sort please Hoffman and he is inclined to cash in on them at home in a small way before passing them along to his progeny. In addition to poker the ECA administrator likes golf, which he plays in the 90s, using a quick three-quarter swing, paddling along the fairway rapidly between shots and conversing gaily between green and tee. In South Bend his favorite companion was Claude Geyer, the best dentist in town (Hoffman's opinion). In Washington he plays more rarely but sometimes gets in a round at Burning Tree.

By no means the least remarkable thing about Hoffman's metamorphosis from Los Angeles automobile salesman to world statesman is that it was accomplished with so little fuss and so little alteration in his exterior manners that even his oldest associates have some difficulty in convincing themselves that the thing has actually happened. In the past ten years Hoffman has naturally acquired new character traits and social polish, in addition to vast stores of new knowledge and authority. Nonetheless the notable thing about Hoffman's sudden and sensational growth is not that it has involved so much alteration, but that it has required so little, in his demeanor and even perhaps in his outlook on life. It is as though Hoffman himself felt that the enlargement of a civic interest in improving Los Angeles roads, so he could sell more cars, into a global interest in reconstructing Europe, so as to safeguard the U.S., was the most natural thing in the world—just what any American businessman would experience under the same circumstances. Such a reconstruction job, Hoffman's manner seems to say, is not after all so different in a fundamental sense from the reconstruction of the old Studebaker company under 77B; and persuading Europe to take up a new way of life is not really an altogether different proposition from persuading a sensible buyer to trade in his old car for a new and better one, especially if Europe is already in a frame of mind to make the swap.

In the 1920s it was fashionable to sneer at the American businessman because among other things he often failed to understand the finer values of European culture. It is not without irony that this same culture now depends for its survival on these same businessmen, seasoned, it is true, by depression, World War II and the current world crisis. The transition is something which Hoffman is able to take in his stride without losing his own balance or sense of values. He has ways of making his point of view felt in Europe and he is a tough customer on the value of a trade-in. Someone not long ago asked Hoffman what he thought of existentialism. The ECA administrator gave this a moment of thought before replying, "Not a matter of the first importance—my opinion."



HOFFMAN FAMILY includes (*from left*) son Lathrop G. and his wife Dorothy, son Robert C., ward Kiriki de Diego, son Donald G., Mr. and Mrs. Hoffman with grandchildren Niki and Valley Via Boshco, son Peter, Elinor (wife of Hallock), son Hallock B., daughter Barbara with Trudy, the family boxer.

Copyrighted material

AT YOUR FAVORITE TEN-CENT STORE!



© I. T. C., 1949

AND ON YOUR FAVORITE STATIONERY COUNTER!



STICKS WITH A TOUCH!

TEXCEL TAPE

the cellophane tape in the

CANDY-STRIPE

FOOL-PROOF DISPENSER

Texcel Tape is available everywhere in 15¢, 25¢ and 39¢ sizes.

©INDUSTRIAL TAPE CORPORATION • NEW BRUNSWICK, N. J.



THE White Look

IS THE FASHION LOOK TO GO WITH THE NEW PASTEL SHIRTS

Wembley Ties



TWO DOLLARS

© WEMBLEY, INC. • *REG. U. S. PAT. OFF.

Wembley*

A SMART NAME TO REMEMBER

A really new idea in neckwear—created by Wembley expressly for stunning combinations with fashionable pastel shirts. The white backgrounds of these Wembleys give striking contrast with pastel shirt-tones. The paneled designs give perfect color harmony. Smart, too, with high-style sport shirts and white coats.

Wembley Ties are available at all better stores. If you do not see these designs, write to Wembley, Maginnis Style Center, New Orleans, La. We will have your order filled by a retailer near you.

Copyrighted material



GIRL TROUBLE IS BIG PROBLEM IN "AT WAR WITH THE ARMY," WHEREIN A HARASSED SERGEANT TRIES TO KEEP TWO OF HIS CUTIES FROM TANGLING OVER HIM

SPRING FARCES

TWO LIGHT NEW COMEDIES ON BROADWAY SHOW HOW MUCH AMERICANS LIKE TO LAUGH AT THEIR OWN FOIBLES

To Broadway the approach of spring brought two new farces which, had they been written somewhere else, might have caused their authors to be purged or otherwise discomfited. Both of them attack high and mighty governmental goings on. The first one, *Two Blind Mice* (*p. 147*), pokes fun at Washington bureaucracy with a story about two old ladies who run an illicit herb office. The second, *At War with the Army*, pokes fun at the boredom of an Army camp. In their lightheaded way they show how much democratic pleasure Americans get out of razzing their own sober institutions.

At War with the Army is almost too fast and funny for its own good. It was written by James Allardice, a Yale drama school student, produced by three other Yale men and acted by a cast which includes three fleet-footed Yale students who happen to be remarkably competent as actors but who could do equally well as track stars. After the dust settles there is not much of a story to remember —it has to do with a sergeant who wrongly imagines he is the father of an unborn baby. But the show remains a very funny encyclopedia of Army gripes, some of which are itemized on these pages.

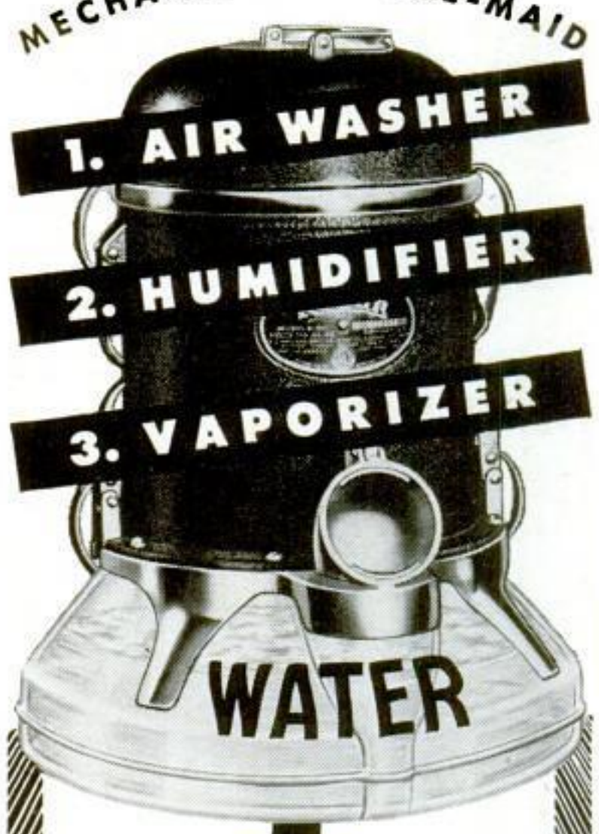
CONTINUED ON NEXT PAGE

Copyrighted material

LET WONDERFUL
Rexair
FRESHEN THE AIR IN YOUR HOME WITH A DAILY WATER BATH!



THE 3-IN-ONE MECHANICAL HOUSE-MAID



EXCLUSIVE WITH
Rexair

It will wash the dust from the air in your home, humidify, vaporize medicaments, even scrub floors. *Three machines for the price of one.* See it today and join the million who are already enjoying this *NEW* Rexair Health Service.

GUARANTEED

FACTORY BRANCHES IN ALL PRINCIPAL CITIES—CONSULT PHONE BOOK. FREE SERVICE INSPECTION AT ANY BRANCH.

See the Rexair before you buy a humidifier, vaporizer, or even a vacuum cleaner. Over 1,000,000 in use.

REXAIR DIVISION
Martin-Parry Corporation
BOX 964, TOLEDO, OHIO



COLONEL TROUBLE begins when a sergeant tries to warn a pal of the old man's approach by flapping hands like wings to imitate colonel's eagle insignia.



INSPECTION TROUBLE reaches a climax when a supply-room attendant tries to toss some illegal underwear in the stove, hits visiting colonel in the face.



VACCINATION TROUBLE produces screech of anguish when a lanky sad sack after a series of inoculations is grabbed on sore arm by an ebullient buddy.

CONTINUED ON PAGE 144

HEADACHE
NEURALGIA
NEURITIS
Pain

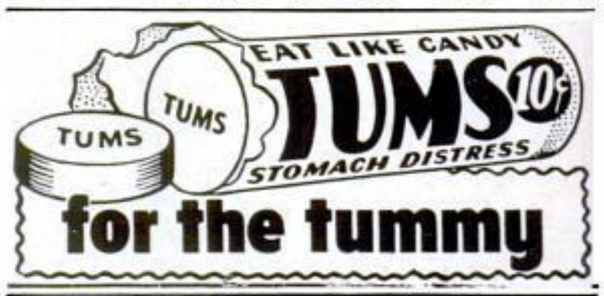
RELIEVED
incredibly fast
the way thousands of physicians and dentists recommend—

ANACIN®



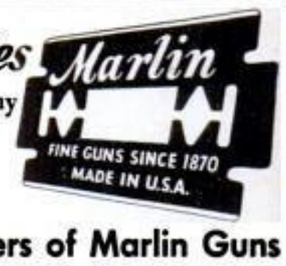
Here's why
Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.

ADVERTISED IN LIFE ... means news of famous products ... to 26,000,000 LIFE readers each week



for the tummy

Marlin Blades
America's best shaving buy
single or double edge
12 for 25¢
Made by the makers of Marlin Guns



SPRATT'S ... THAT'S THE BISCUIT!

Feed your pet crisp, crunchy SPRATT'S. Its the biscuit that's so good for his teeth and gums!
SPRATT'S PATENT (Am.) LTD., NEWARK 5, N.J.



An Amazing Offer by
HOLIDAY
Pipe Mixture

The pipe that every smoker wants—DANA, the modern pipe, with brightly polished aluminum shank and genuine imported briar bowl.



Only 50¢
with inside wrappers from 12 pocket tins of HOLIDAY PIPE MIXTURE



Save 12 HOLIDAY wrappers!
Get your DANA PIPE!
Send to
HOLIDAY, Dept. H-2, Richmond, Virginia
Offer Limited to USA—Expires June 30, 1949

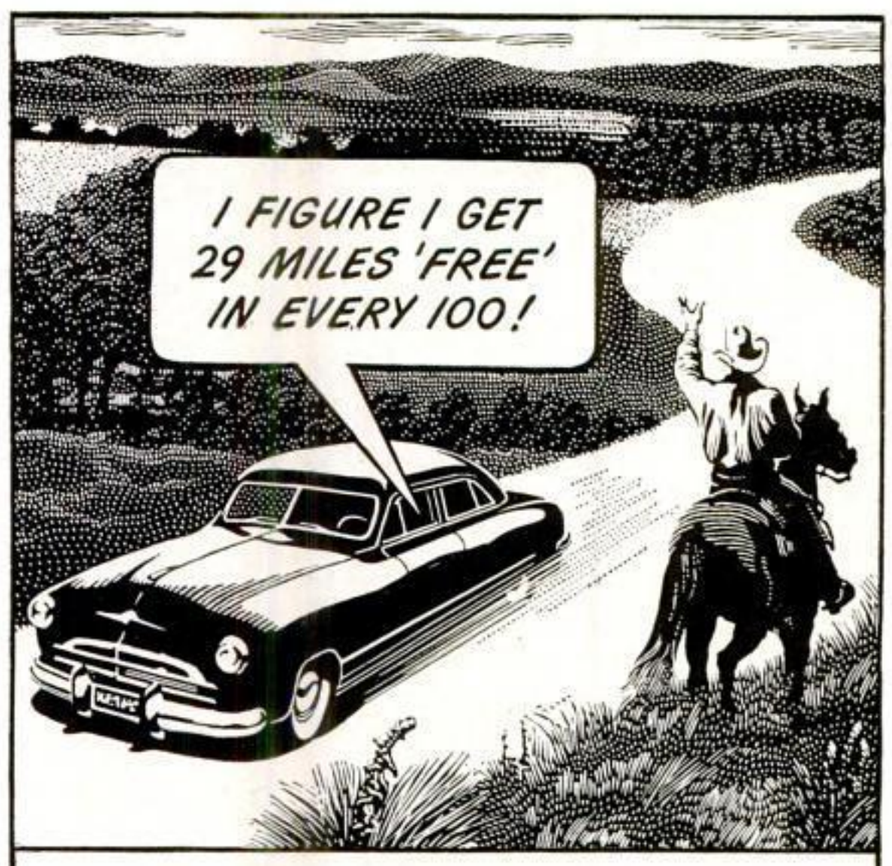
An Adventure in Good Smoking

Copyrighted material

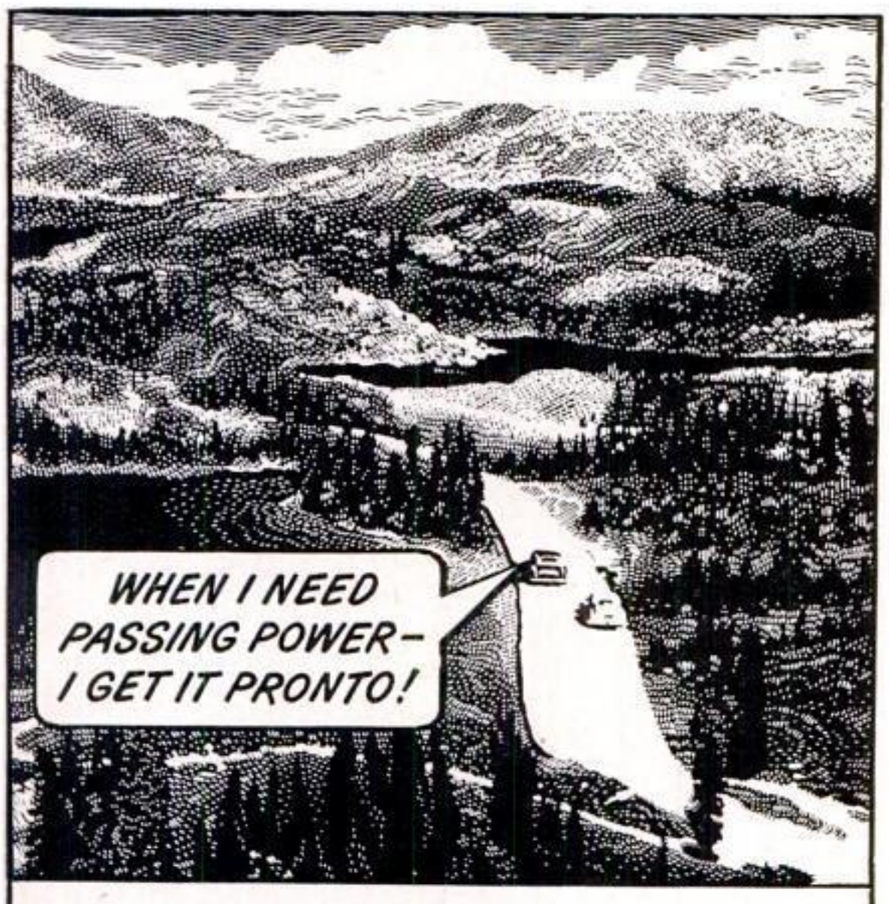
"BIGGER GAS MILEAGE SOLD ME ON B-W OVERDRIVE!"



. . . says Mr. George Lazear, Cheyenne, manager of Wyoming Hereford Ranch, and leading breeder of pure-blooded cattle. (Pictured with WHR Ideal Duke I.) Driving more miles than average, Mr. Lazear has proved for himself the remarkable ease and economy of B-W Overdrive. This advance-type transmission gives a car extra gear ratios that produce the desired road speed with less engine power, less gas. Today, 10 makes of cars offer automatic overdrive made by B-W's Warner Gear Division.



"On the road to Denver, I really step along. But it's sure quiet. I hardly hear the engine. That's because overdrive cuts down the number of engine revolutions. When I do 60, the engine does 42. If I drive 30, it does only 21."



"I just tromp on the gas. That flips me into high-power direct drive and I go around them quick. Then the overdrive takes up again and I'm on my way. It's all automatic. With overdrive, I get more out of my car."



"When the streets are jam-packed, you use the clutch only for dead stops. You stay in second. For more speed, an overdrive second cuts in automatically. This overdrive's a wonder! It certainly makes driving lots easier."

Check the advantages B-W Overdrive gives you

- ✓ *Boosts gas mileage— up to 30%*
- ✓ *Cuts fatiguing engine vibrations in half*
- ✓ *Makes driving more fun—anywhere*
- ✓ *Delivers full emergency power instantly*
- ✓ *Saves engine wear and repair*
- ✓ *Keeps a car young longer*
- ✓ *Driver's choice permanent "on" and "off" dash control*

ENGINEERING **B-W** PRODUCTION

ALMOST EVERY AMERICAN BENEFITS EVERY DAY FROM THE 185 PRODUCTS MADE BY **BORG-WARNER**

19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. *These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago:* BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • INGERSOLL UTILITY UNIT • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHEBLER CARBURETER • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • NORGE MACHINE PRODUCTS • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • SUPERIOR SHEET STEEL • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.

Copyrighted material

SORE Corn? DON'T MOURN!



BLUE-JAY CORN PLASTERS with Pain-Curbing Nupercaine* GIVE YOU GREATER RELIEF



Apply a BLUE-JAY Corn Plaster and enjoy carefree feet Instantly, BLUE-JAY's soft Durafelt pad relieves shoe-pressure pain. Anesthetic Nupercaine, exclusive with BLUE-JAY . . .



Soothes Surface Pain in the tender skin around the corn. Then BLUE-JAY's gentle medication . . .



Loosens HARD "core" —you just lift it out in a few days. And BLUE-JAY stays on—because it wraps on. Waterproofed, flesh-colored, too. **Free Booklet! "YOUR FEET AND YOUR HEALTH" Write Dept. LF-4**

GET BLUE-JAY Today!

Chase *your* corns away as millions do... with BLUE-JAY (on sale at drug counters everywhere)!



BLUE JAY REG. U.S. PAT. OFF. Corn Plasters

"AMERICA'S LARGEST SELLING CORN PLASTER"

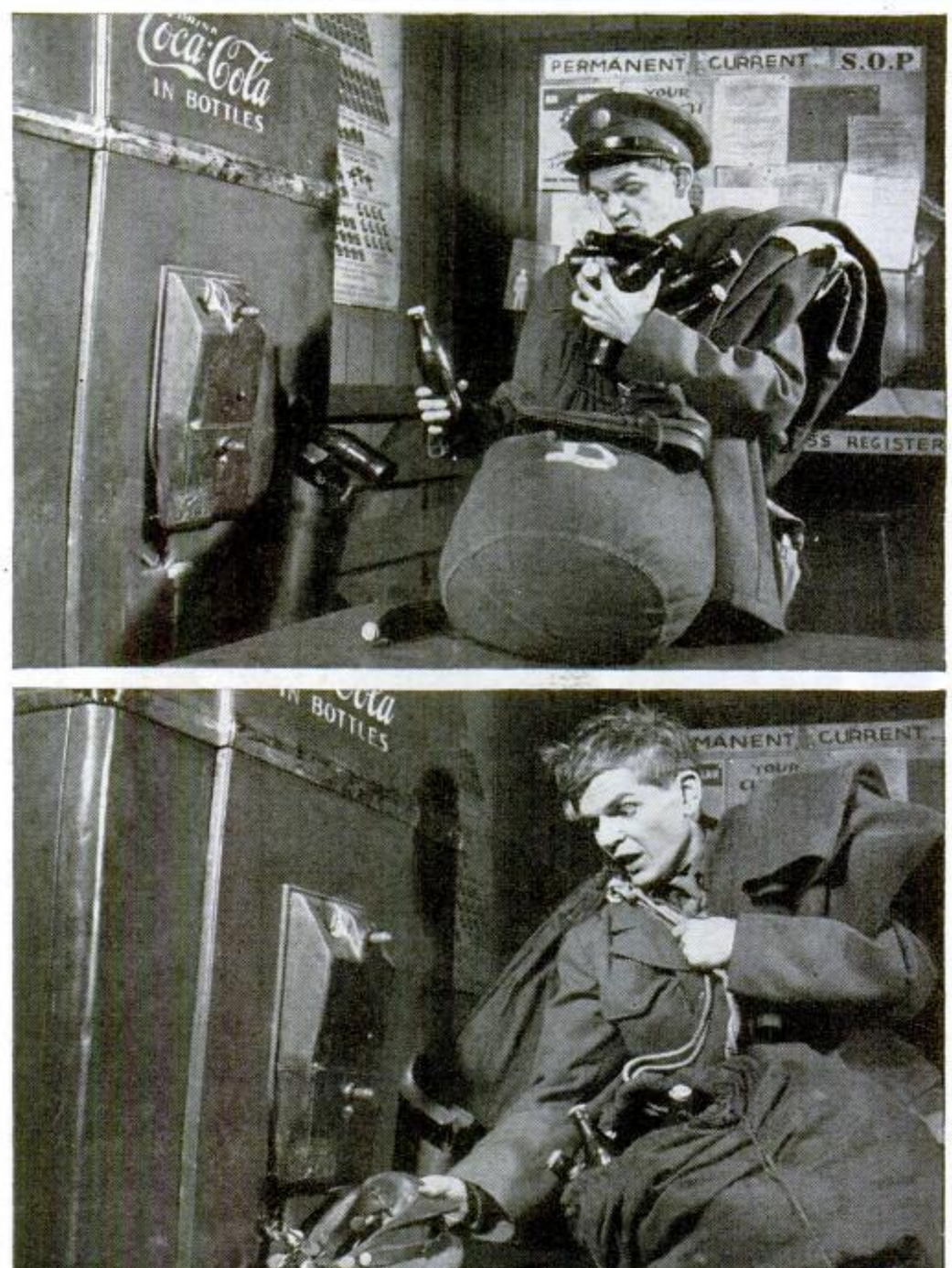
*Reg. U. S. Pat. Off. Ciba's Brand of Dibucaine

BAUER & BLACK

Division of The Kendall Company, Chicago 16

COCA-COLA MACHINE TROUBLE





WOEBEGONE PRIVATE (Tad Mosel), weighed down with barracks bags, fishes a nickel from his money belt to risk it on a Coca-Cola machine that has hardly ever been known to work. He gets a Coke bottle and then to his stunned surprise another, then others until he is deluged with free drinks, and the mysterious mechanism rewards him in the end with a brimming hatful of nickels.

CONTINUED ON PAGE 147

RISLONE with your oil makes your car run better within 10 miles

...guarantees smooth new power by dissolving gum and sludge in your engine



Rislone keeps your car at peak performance as you drive . . . gives you immediate starting, power-surge pick-up, and smooth performance in all gears, at all speeds.

It's a super oil-alloy that keeps modern motor-oils doing their best. It dissolves gum and sludge to keep your motor clean and protected.

Rislone has no harmful ingredients; it is a full-time lubricant with *plus* features that get rid of sticking valves, sluggish power, and slow-speed jerkiness. Its "motor magic" works in cars of any age. Rislone in your motor-oil even permits normal driving speeds immediately in new and reconditioned cars.

Prove it to yourself. Try Rislone today. Available at car dealers, better garages, and service stations everywhere. If you can't feel a smooth-driving difference in 10 miles—you get a full refund.



Whenever you change your oil ..put in a quart of SHALER Rislone

(2 quarts for larger cars). As you add oil, make every fourth quart RISLONE. N2

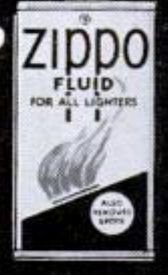
SURE FIRE! for your lighter

ZIPPO FLINTS



Sure-sparking. Long-lasting. Super Zippo quality. Will fit most lighters. 4 for 10¢.

ZIPPO FLUID



Instant-lighting. Burns with clean, smokeless flame. In cans with drip-proof spout, 25¢.

ZIPPO'S GIFT PACKAGE



For only 50¢ extra, get the *complete* set—a Zippo, a year's supply of Zippo flints (for the average smoker) and a can of Zippo Fluid. Grand gift idea!

© 1949 Zippo Manufacturing Co., Bradford, Pa.

Copyrighted material



Magnolia White eyelet embroidery ruffle, a wide flounced skirt on the candy stripe • Flirting bows dance on the bodice of the nosegay print

Sweet as Magnolias-Fresh as Spring

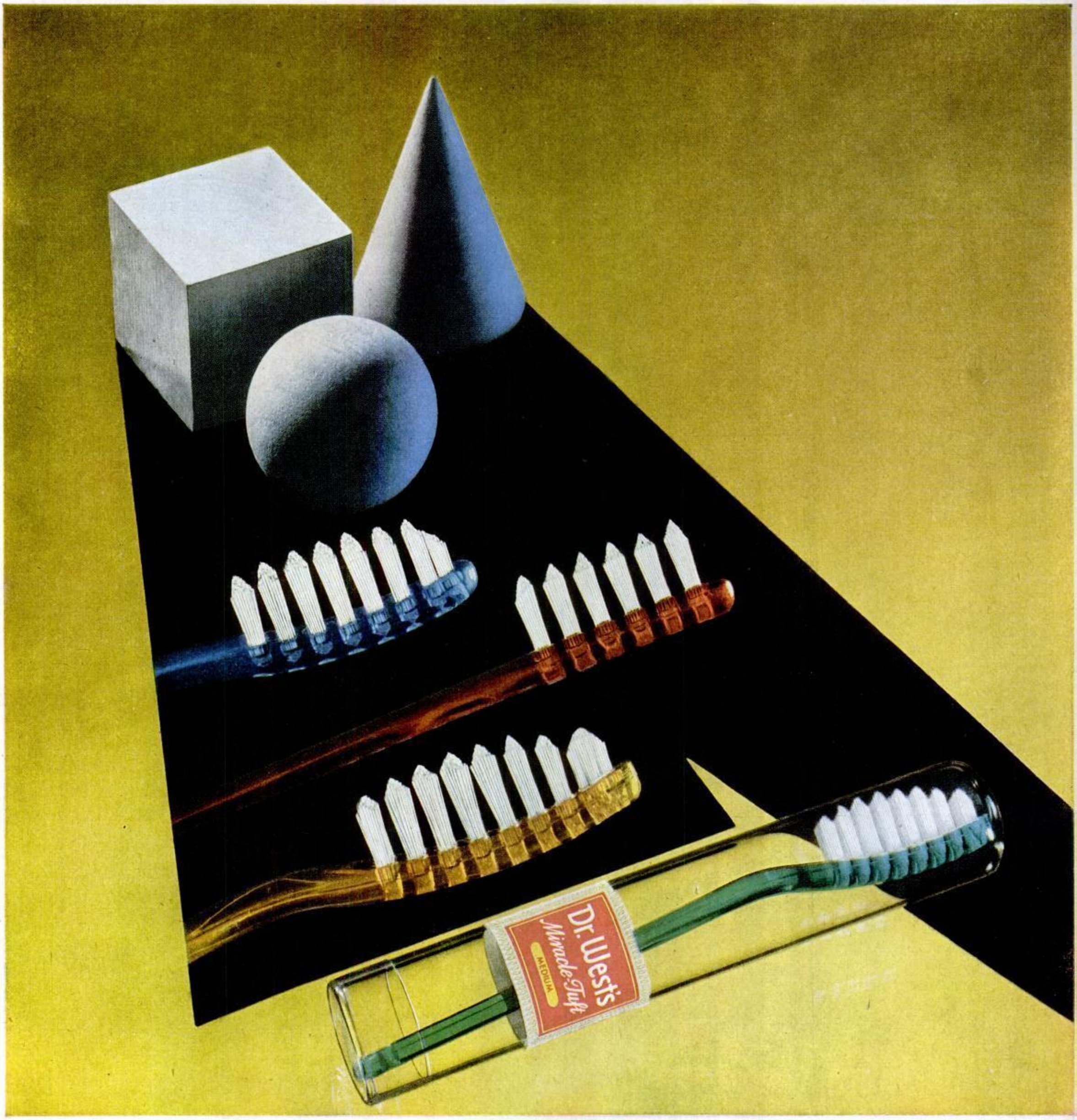
Light as the kiss of April air...Textron's refreshing (no pressing needed) plissé Hostess Coats are just what you need for Spring. Full-blown skirts fling out from bud-size waistlines, pretty puffs form the sleeves. Choose the candy stripe in blue, green or red on white in sizes 10 to 20, 9 to 15...the nosegay print in white, aqua, lime or black with varicolored flowers in sizes 10 to 18, 9 to 15. Both with zippered fronts...about $11 at leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON
REG. U. S. PAT. OFF.

MENSWEAR • WOVEN LINGERIE • TRICOT LINGERIE • BLOUSES • HOSTESS COATS

Copyrighted material



Dr. West's 2-row "Professional" . . . (Blue) *Dr. West's straight-top "Oro" . . . (Red)* *Dr. West's Miracle-Tuft "Regular" . . . (Amber)*

50¢

NEW FACTS ON MIRACLE-TUFT

THREE SHAPES — but one wonderful brush !

Copr. 1949 by Weco Products Company



The three basic shapes in geometry . . . and the three basic shapes in toothbrushes! All three brushes are Dr. West's Miracle-Tufts. Their brushheads of springy, waterproofed EXTON bristles are precisely shaped to "sweep" every tooth surface sparkling bright . . . even the hard-to-reach places between the teeth. What's more, every Dr. West's Miracle-Tuft comes sealed in glass for your protection. Try one of these miracle brushes today. Enjoy the amazing efficiency of its precision-made brushhead.

Copyrighted material

U.S. BUREAUCRACY IS RAZZED TOO

Another new play which kids American governmental institutions is *Two Blind Mice*, written by Samuel Spewack, which razzes chucklehead-ed agencies in Washington, D.C. Its plot revolves around an archaic Office of Medicinal Herbs which, though officially abolished, has been kept going for several years by two honest old ladies. They are befriend-ed by a newspaperman who gets official Washington all stirred up with a great hocus-pocus about secret developments in herbological warfare.



OFFICE OF HERBS, supposedly abolished, is run by old ladies (Mabel Paige and Laura Pierpont), who escape detection by burning their paychecks and never answering phone. They keep busy sending herbs to oldtime medical men.



A FANCY CHART, meaning absolutely nothing, is shown by prankish news-man (Melvyn Douglas) to awed officials of Army, Navy, Air Force and State De-partment who are led to believe office is part of a terribly hush-hush project.



A SUSPICIOUS SENATOR finds old ladies make money by renting part of their office to a pants-presser (*left*) and rhumba instructor. After great bureau-cratic buzzing about, the newspaperman gets the old ladies legitimate jobs.

MEN AND BOYS:
GET THAT
HE-MAN LOOK IN
CARTER'S
TRIGS

MAN,
NO RIDING UP!

Look good — feel good 'cause Carter's Trigs are knit to fit and follow every movement of your body. Double crotch gives that mild, "just-right" support, long wear.

MOM,
NO IRONING!

In a wink, Carter's Trigs are washed and dry! Forget about ironing, for Trigs stay as soft as Carter's famous in-fants' wear. And Mom, ex-pect a hug from Hubby and Son when you buy Trigs!

BOY,
NO BINDING!

You get plenty of coverage in the no-seam seat. Carter's Trigs are tailored to banish irritation . . . seams are finished to avoid chafing and rubbing. Boys' Trigs are made exactly like Dad's.

Carter's TRIGS
BRIEFS, MID-LENGTHS AND LONGS... ATHLETIC AND T-SHIRTS... AND SUITS
FOR MEN AND BOYS
Needham Heights 94, Mass.

Copyrighted material



IN A FLURRY OF EXCITEMENT SIX OF MONTREAL'S TOP DEBUTANTES CHAT NERVOUSLY WHILE THEY WAIT TO BE PRESENTED TO THE GOVERNOR GENERAL

Life Goes to the St. George's Society Ball

Montreal's English colony gathers to pay its respects to beauty, roast beef, heraldry and the empire

Although the city of Montreal, Canada's largest, is 80% French-speaking, there are no stouter defenders of British tradition in the empire than the 20% of English-speaking Montrealers. Proud to remain "within the circle of the crown," its leaders belong to the St. George's Society, whose annual ball is one of Montreal's most notable social events. The society, which was founded in 1834 in a time of unrest to look after English immigrants, continues to exist today as a charitable institution and as a shrine for the preservation of British ideals.

This year's ball, held on Feb. 25 in Montreal's elegant Windsor Hotel, marked the society's 115th anniversary. To it came the top brass of Canada including some prominent French Canadians. The guest of honor (he is honorary president of the society) was Viscount Alexander, Governor General of Canada, who made the journey from Ottawa in a private railroad car and appeared wearing the most important of his 47 decorations. As he stepped into the ballroom the band struck up his old regimental march (the Irish Guards). Then "His Ex" got down to the evening's main social function: receiving the city's 29 top debutantes who had been rehearsed meticulously in the proper way to curtsy before the representative of the king. Most striking event of the evening was the Boar's Head Parade (*p. 151*), led by a herald in medieval attire to the tune of *The Roast Beef of England*.



GOVERNOR GENERAL Viscount Alexander came over from Ottawa to preside at ball.

With more than 750 Montrealers attending at $7.50 each, the ball easily cleared costs with plenty left over for the continuation of the society's charitable work—procuring clothing, false teeth, spectacles and newspapers for English indigents and pensioners in Montreal. Everyone agreed that the governor general had made a hit; he danced with all the right ladies and was generally considered "a good egg." The party broke up officially at 3 a.m., but for several hours thereafter the strains of *D'ye Ken John Peel* and *There'll Always be an England* could be heard resounding through the hotel's ornate corridors. The next day the Montreal *Star*, rhapsodizing on the event, remarked: ". . . The standard of St. George and the Dragon, in days of yore borne before English kings in battle; the beefeaters in pompous scarlet. . . the boar's head carried aloft in the procession—these were like parts of a great picture conjured out of the past and held for a glittering hour or two before dissolving again into the mists of antiquity."

Copyrighted material



CURTSEYING TO GOVERNOR GENERAL Viscount Alexander of Tunis (*center*), 18-year-old debutante Audrey Robinson draws approving smiles from notables on the dais. On the governor general's right, in blue, is Mrs. H. A. Cresswell, wife of the president of the St. George's Society, and on his left, in white, is Mrs. Arthur Melling, wife of the chairman of the ball. Behind and to the left of the governor general is Sir Alexander Clutterbuck, High Commissioner of the United Kingdom to Canada. In the rear row, third from right, stands the American Consul in Montreal, H. Lawrence Groves. Plaque overhead shows St. George killing the traditional dragon.

Copyrighted material

The perennial favorite



Glenmore's Kentucky Tavern is the only Bottled-in-Bond that has always been made by the same family in the same distillery for three generations . . . and the Glenmore distillery has made more Kentucky Bourbon than any other distillery. This unmatched experience assures you uniform high quality. That's why . . .

KENTUCKY TAVERN

© Glenmore Distilleries Company, Louisville, Kentucky

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

Copyrighted material

St. George's Society Ball

CONTINUED



PRIVATE DINNER before ball brings together top names of English Canadian society. Clockwise from lower left, guests are Major the Hon. Desmond Chichester, aide-de-camp to Viscount Alexander; Major General R.O.G. Morton, C.B.E.; Mrs. H.G. Norman; Sir Alexander Clutterbuck, K.C.M.G., M.C., High Commissioner of the United Kingdom to Canada; Mrs. H.A. Cresswell; Viscount Alexander; Mrs. Arthur Melling; the Rt. Rev. John Dixon, Lord Bishop of Montreal; Mrs. G.B. Foster; Col. J.D. Hannen, commanding officer, Canadian Grenadier Guards; Mrs. A.E. Walford; Major General Harry Letson, C.B., C.B.E., M.C., Alexander's permanent staff secretary; Air Vice Marshal Frank McGill, C.B., honorary aide-de-camp; Mrs. R.O.G. Morton; Mr. H.G. Norman, C.M.G.; Mrs. Frank McGill; Mr. H.A. Cresswell, president of the St. George's Society; Lady Clutterbuck; Mr. Arthur Melling, M.B.E., chairman of the ball; Mrs. John Dixon; the Hon. G.B. Foster, K.C., M.B.E., D.F.C.; Mrs. J.D. Hannen, and Major General A.E. Walford, C.B., C.B.E., M.M., honorary aide-de-camp.



BOAR'S HEAD PARADE, just before supper at midnight, is led by beefeaters (*lower right*) who acted as honorary guards at the ball. The boar's head is carried by the second chef while the chef ahead of him bears a carving knife to slice it with.

CONTINUED ON NEXT PAGE



Copyrighted material





HERE'S HOW!

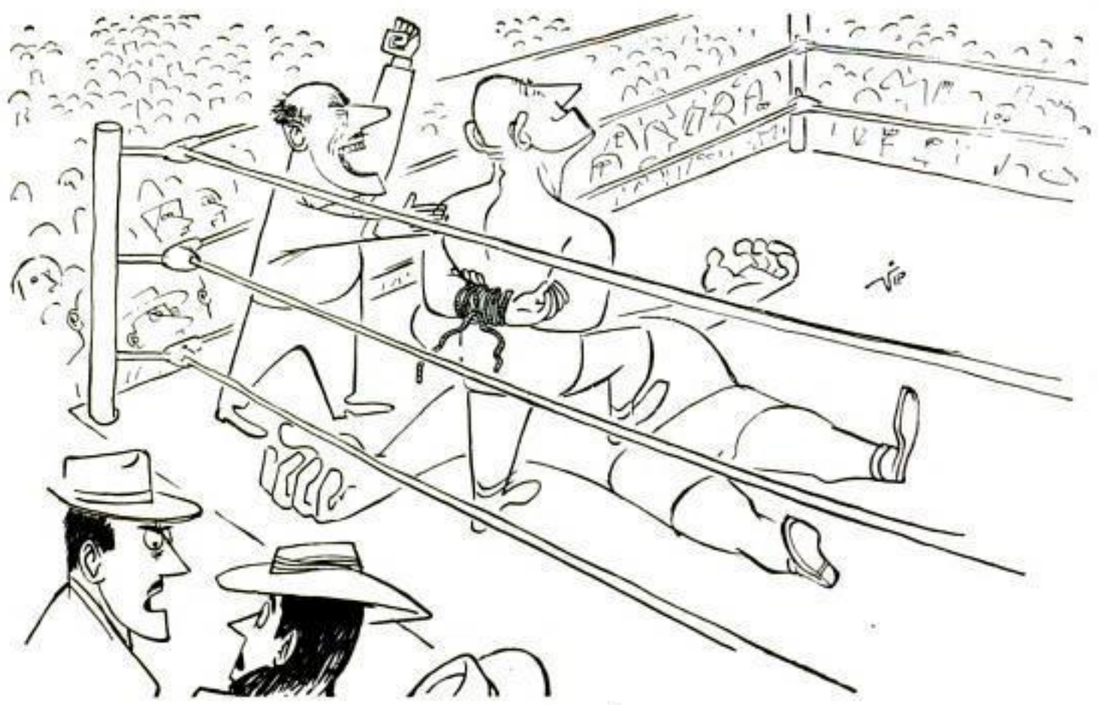
Yes, Sir! Here's how to make your feet feel like a "million" in a jiffy—if they are hot, tired, tender, chafed, sweaty or odorous. Just dust them with Dr. Scholl's Foot Powder. Wonderfully soothing relief will be yours almost instantly. Eases new or tight shoes. Helps prevent Athlete's Foot. Use Dr. Scholl's Foot Powder every day!

FOR BEST RESULTS SHAVE WITH..



Barbasol

No brush
No lather
No rub-in

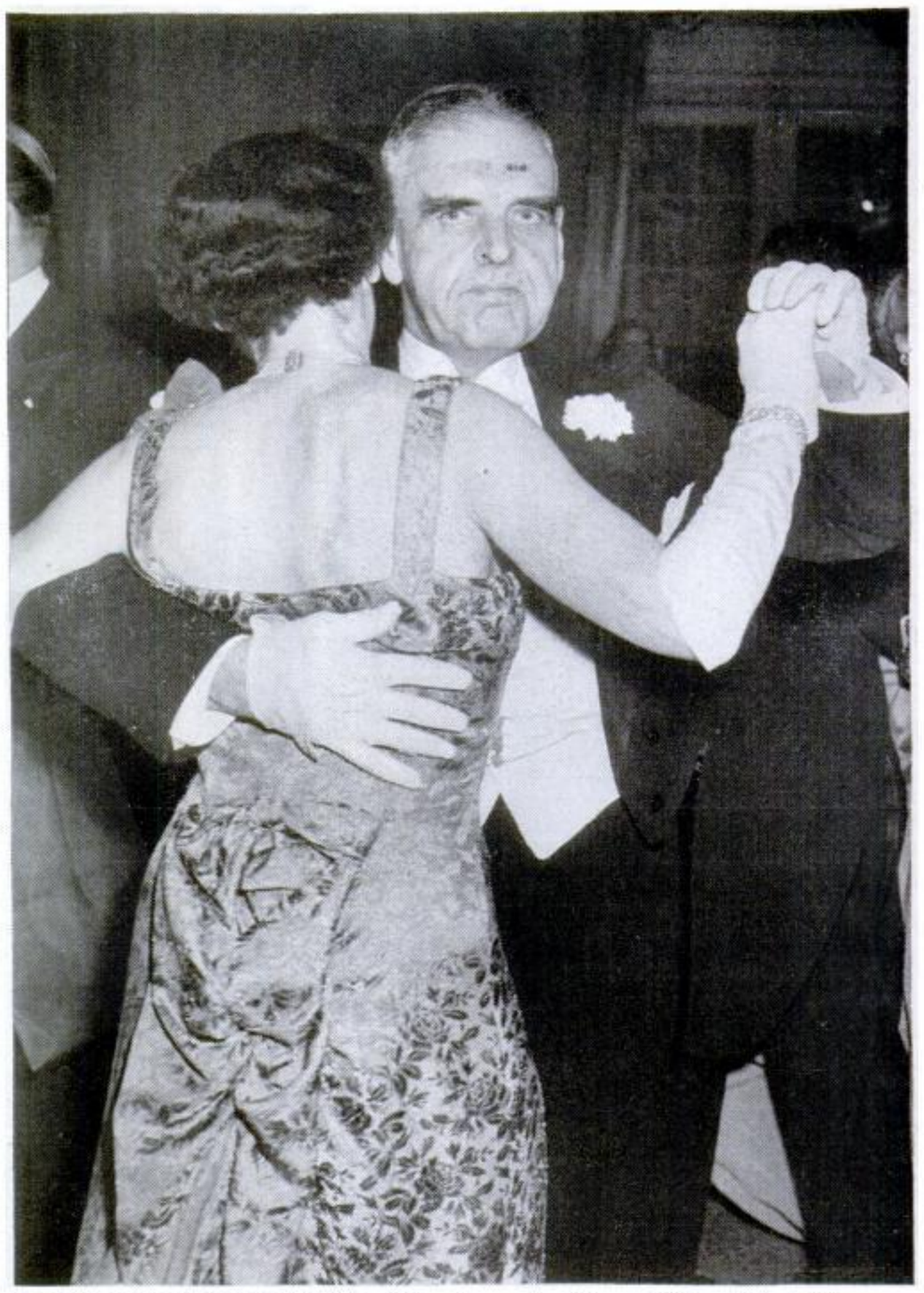


"Wheaties, natch!"

No surprise when Wheaties eaters win. For example, pitching aces Lemon and Bearden—*20-game winners for the World Champion Cleveland Indians*—both long-time Wheaties eaters. Many coaches recommend Wheaties, with milk and fruit, as a training dish. Nourishing! Wheaties, "Breakfast of Champions"!



JAUNTY STEP is performed by S. Randolph Noble, the head of Canada's Industrial Development Bank, who likes to be called "the Keynes of Canada."



DOGGED RESPECTABILITY is shown by Lieut. Colonel Hugh Hanson, vice president of the National Breweries Ltd., dancing with Mrs. E. D. Gordon.

Copyrighted material

Writing whiskey history in cities from coast to coast; proving that

People know a good thing when they taste it!



All over America... 9 out of 10 Imperial buyers have bought Imperial before... and they're buying it again!



It's good to know... IMPERIAL

is made by Hiram Walker

91 years at fine whiskey-making makes this whiskey good. 86 proof. Blended Whiskey. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.

Copyrighted material

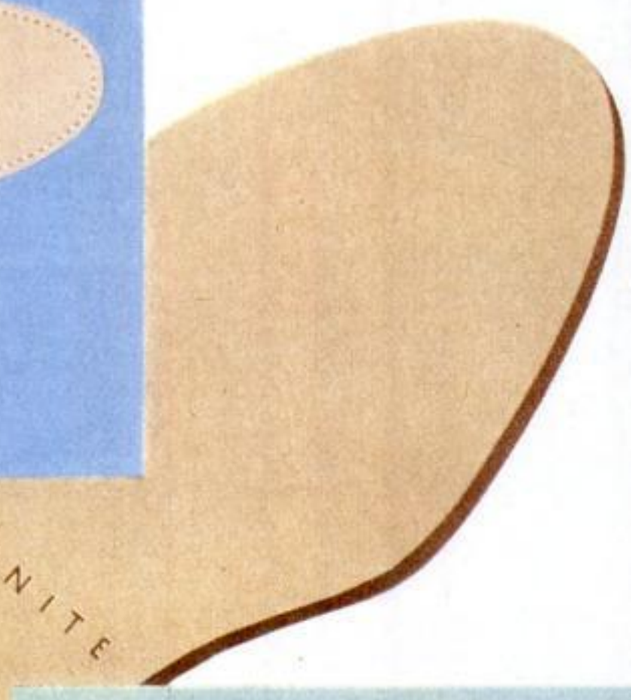


get the *longest* run for your money . . . buy shoes with the longer wearing

AVONITE SOLES

not on all shoes . . . just the best ones





Solemark
of Quality

AVONITE is the tough, firm, lightweight sole material that *far outwears the best leather.* **AVONITE** is smart and comfortable . . . ideal for the whole family to walk on.

Water-proof, weather-proof, **AVONITE** Soles *protect foot and body health.* They keep the shoes in shape and retain the new shoe look. They are non-marking and light in weight.

AVONITE Soles are flexible, need no breaking in . . . *just naturally comfortable.* You can dance on them, play on them work on them . . . the *perfect* soles for all your shoes. So when buying shoes, look at the sole before you decide . . . the solemark **AVONITE** is your *guarantee of quality* and good value.





AVONITE
TRADE MARK REG.
SOLES

AVON SOLE COMPANY
AVON, MASSACHUSETTS

PIONEERS OF QUALITY AND SPECIALISTS IN THE PRODUCTION OF FINE SOLE MATERIALS FOR THIRTY-SEVEN YEARS

Copyrighted material



WITH A REAL 22-INCH PIE PEGGY LEE AND DEAN MARTIN MESSILY ACT OUT LYRICS INVOLVING OLD-FASHIONED SWEET POTATO PIE FROM THE SONG "YOU WAS"

The Singing Combo Comes Back

DUET TEAMS SOW NOSTALGIA ACROSS U.S. AND BOLSTER SAGGING RECORD BUSINESS

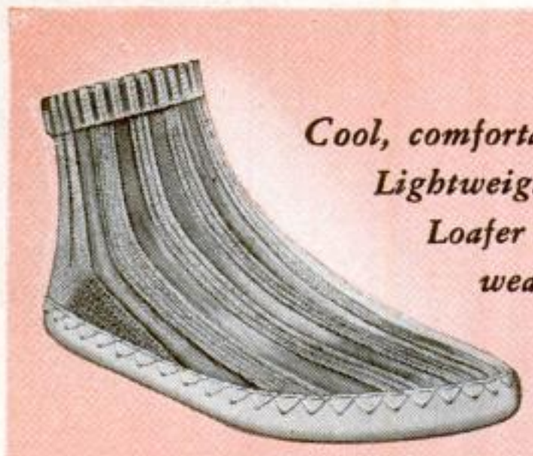
Not since the ruffled-panty days of the Victor Herbert operetta, when singers like Fritzi Scheff and Eugene O'Brien put their heads together and set customers sighing gustily in the balcony, has the singing of duets been as popular as it is now. All across the country juke-box patrons are pausing in their preoccupation with swing and bebop to lean back and listen to top-notch popular soloists teaming up in the kind of sweet and catchy song that would have tickled their grandfathers.

The big boom in duets, known in the trade as "combos," was largely sparked this winter by syrupy ditties like *If You Will Marry Me*, by Buddy Clark and Doris Day. When these caught on, record companies, whose business was off 40%, quickly put their best singers to recording duets. Now the combo comeback has pushed duet sales up an estimated four million. This is explained, record makers think, partly because people are succumbing to nostalgia for oldtime singing and partly because buyers like the bargain they get when two top performers sing for the price of one. Most of the singers on these pages were photographed in situations suggested by lyrics from the songs they made popular. Dean Martin (*above*), for example, emerges from a pie crooning, "If you were to ask me who your sweet potato pie was, I'd say: I was."*

* © 1948 CRYSTAL MUSIC PUBLISHERS

CONTINUED ON NEXT PAGE

Copyrighted material



Cool, comfortable and stylish. Lightweight English rib cotton Loafer Sox for hot weather wear.



Beauty and comfort in a gay, colorful deluxe style for ladies and girls.

The *Perfect* Year 'Round Gift !

Genuine

Loafer Sox

by Ripon





For Easter . . . Mother's Day . . . Father's Day, or any occasion, Ripon Loafer Sox make a grand gift. To your family, relatives and friends you'll be giving luxurious year 'round foot comfort for relaxing at home, traveling, vacationing, after a day outdoors, at college, convalescing, etc. They snuggle the feet in downy-soft pure wool, and glove leather soles cushion the step. Full range of beautiful colors in styles and sizes for men, women and children. Priced at only $2.95 at department, men's, sporting goods and shoe stores. Individually boxed. Ripon Knitting Works, Ripon, Wisconsin.





Every youngster will prize these Loafer Sox with their beloved Mickey Mouse knitted in gay, contrasting colors. For children of all ages.

Wool Hosiery, Gloves and Mittens . . . Leather Gloves and Mittens



"MAKE A MIRACLE" is a tune from *Where's Charley?* sung by Margaret Whiting and Jack Smith in turn-of-the-century motoring raiment. Equipped with a 1902 Columbus and a stereoscope they sing lyrics like, "I just read a book on what's to be expected. They'll have . . . electric lights and fountain pens . . . horseless carriages on the road and stereopticons that move. . . ."

© 1948 SUSAN PUBLICATIONS, EDWIN H. MORRIS & CO.



"ROSITA AND JOE," a funny tune about a Mexican Lothario ("He liked to sing and play his guitar, they said some day he'd go very far. He said he loved her on bended knees, then left for Los Angelees. . . ."), is sung by Andy and Della Russell. The song was such a hit that the Russells, a man-and-wife team, hastily included it in a highly successful nightclub tour that they are making.

© 1949 ARDMORE MUSIC

CONTINUED ON PAGE 159

Copyrighted material

New!





New!

SEE THE SPOTS WITH

"Polka-Dot"

Gay companion for spring suits—pretty new "Polka-Dot." Lady Buxton's latest . . . made of finest leather and spotted for fashion fame! Red, green or blue polka-dot trimmed with white. Or vice versa in the "Polka-Dot Spectator". . . wonderful washable white with red, green or blue polka-dot trimming.

Handy compartments hold everything from tickets to ten-spots. Tip money travels in the big expanding purse. The whole bill-fold snaps snug for safety as you traipse about town. At better personal leather goods counters in your city . . . **$5** plus tax.

BUXTON INC. • SPRINGFIELD 1, MASS.
NEW YORK • CHICAGO • BUXTON LTD., TORONTO

Lady Buxton

Reg. U. S. Pat. Off.

Copyrighted material



WIN WITH Westinghouse

$31,000 LIGHT BULB CONTEST

Easiest contest you ever entered

Nothing "NEW" to try

754 WONDERFUL PRIZES

1. You re going to need light bulbs anyway . . . so just buy six Westinghouse bulbs now —of any type, in any variety—and become eligible for this great contest. You'll find Westinghouse light bulbs sold at leading electrical, hardware, appliance, grocery, drug, department, radio, stationery, and variety stores everywhere.

2. Upon purchase of your six bulbs, get an entry blank from your dealer. It lists complete rules and directions and shows you how easy it is to win.

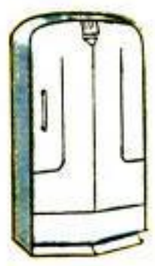
3. Complete this sentence, "I like the Westinghouse_____ (Fill in Name of Westinghouse Product) because . . ." in 25 additional words or less. Write about the light bulbs you buy or write about any other Westinghouse product. Here's an example, "I like Westinghouse light bulbs because with them I can always be *sure* of greater See-ability—they work so well, burn so bright, and last so long." You can write a better statement without half trying. Choose any Westinghouse product you wish for your statement, a radio, range, refrigerator, Laundromat, any Westinghouse product.

4. Contest runs from March 15 to May 1. Don't delay. Get your entry blank today. You may be the big winner. And, what's more, time and again when you need a light bulb you'll be really glad you bought this supply of six Westinghouse bulbs.

A contestant who cannot use, or does not wish, a prize he may win, can choose the equivalent in other merchandise listed.

1st PRIZE $5,000 cash

2nd PRIZE $1,000 cash



15 WESTINGHOUSE REFRIGERATORS

Big and Roomy 9 cu. ft.



15 WESTINGHOUSE ELECTRIC RANGES

Extra large cooking capacity



10 WESTINGHOUSE TELEVISION SETS

installed in your home. Big screen television (or equivalent radio-phonograph value)



12 WESTINGHOUSE LAUNDROMATS

The only automatic washer with Water Saver Control

100 Westinghouse Roasters . . . Cooks everything . . . plugs in anywhere
100 Westinghouse Portable Radios...Plays instantly on A-C, D-C, or battery
500 Westinghouse Infrared Heat Lamps...Handy helper for every household



Tune in

TED MALONE

For more contest details, and for helps and hints on how you can win. Every day, Monday through Friday, ABC network.

YOU CAN BE SURE...IF IT'S

Westinghouse

Copyrighted material



"WUNDERBAR," from Cole Porter's hit, *Kiss Me Kate*, was recorded for Victor by Alfred Drake, of the show's cast, and Jane Pickens. Here, against a backdrop of Alpine scenery, they sing out the song's semispoofing lyric, "Gazing down on the Jungfrau from our secret chalet for two, let us drink, *Liebchen mein*, in the moonlight benign, to the joy of our dream come true. . . ."

© 1948 COLE PORTER - T. B. HARMS CO.



"I GOT LUCKY IN THE RAIN," from *As the Girls Go*, was sung for Columbia by Janette Davis and Jerry Wayne: "Things like this you can't explain, I only know that I met the love of my life when I got lucky in the rain." Song is already among radio fans' top 12 favorites and Columbia recently got some unusually big orders from Panama where the rainy season is beginning.

© 1948 JIMMY MC HUGH & HAROLD ADAMSON

CONTINUED ON NEXT PAGE

Time for Spring Clean-up!



Sweep out FIRE

the Fifth Horseman!





What's up in *your* attic? Discarded furniture? . . . dusty magazines? . . . suits or dresses you'll never wear again? Piled up and unused they're fire hazards! Turn them over to a relief organization or to someone who can use them.

Clean out *all* your fire hazards — from attic to basement! It's time for Spring Clean-Up!

Every spring over 10,000 communities join in this nationwide drive to prevent fires, to clean up and dress up the town.

1. Clear out rubbish in attic, closets, basement, garage. Throw away paint rags, oily rags. Clean up your yard. Join with neighbors to wipe out nearby fire hazards.
2. Do not use gasoline and benzine for cleaning in the home. Use only approved cleaning fluids.
3. Get rid of faulty wiring and appliances. Make sure replacements bear the Underwriters' Laboratories seal.
4. Maintain furnace, stove, chimneys in good repair. See that they are properly insulated.
5. Chaperon your cigarette—don't let it go out alone. Keep matches from children.



Flameproof Clothing for All . . . A great ideal which could save thousands of lives. And science is doing something about it. Among first results: you can buy children's playsuits that are flameproof. This is one of many projects on which the National Board's Research Division is collaborating . . . to help save lives . . . to reduce fire losses — because lower losses have a bearing on the cost of fire insurance to you.

The Member Fire Insurance Companies of the
NATIONAL BOARD OF FIRE UNDERWRITERS
— for Prevention of Loss of Life and Property by Fire

THE FIFTH HORSEMAN

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

FOR YOUR SAFETY'S SAKE SEND FOR THIS FREE MATERIAL

National Board of Fire Underwriters
85 John St., New York 7, N. Y. E-9
Please send me (check material you wish)
() "Spring Clean-Up" at home
() Community Spring Clean-Up information
() "The Fire-Safe Home"—new 20-page booklet
Name_____
Street_____
City_____ Zone____ State_____

Copyrighted material

"DID YOU SAY ALLIED VANS CARRY THE GOOD HOUSEKEEPING GUARANTY SEAL?"

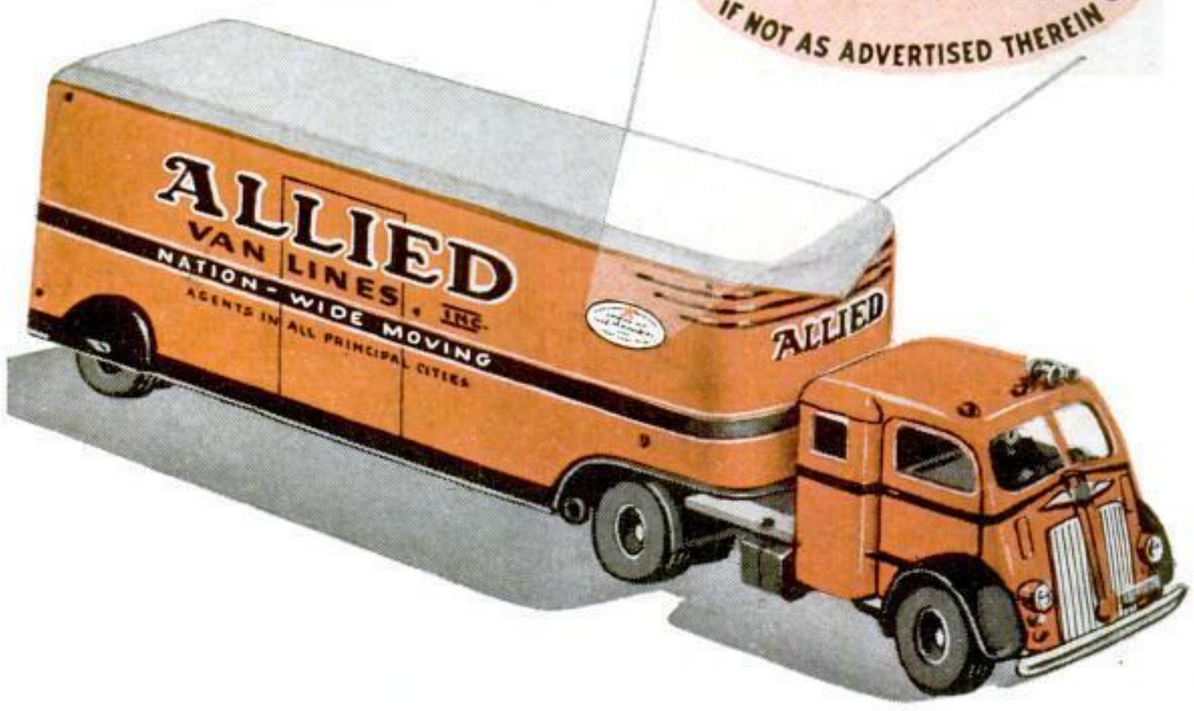


"YES! AND ALLIED IS THE WORLD'S LARGEST LONG-DISTANCE MOVER."

Your nearby, friendly Allied agent is the man to see about moving. He will take over every detail at a minute's notice—handle *everything* from packing to unpacking. Under his skillful supervision, even your most precious possessions will be carefully protected, every step of the way. He will take every precaution to make your moving a *pleasant* experience. So, when *you* move, assign the entire job to the Allied agent in your community. He will take care of *everything* . . . promptly and efficiently.

Your nearby, friendly ALLIED agent is listed in your classified 'phone book—call him.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN



ALLIED VAN LINES, INC

World's Largest Long-Distance Movers

"NUMBER ONE ON U.S. HIGHWAYS!"



"MY DARLING, MY DARLING," also written by Frank Loesser for th musical comedy *Where's Charley?*, goes, "Now all at once you've kissed me an there's not a thing I'm sane enough to say—except, My Darling, My Darlin get used to that name of 'My Darling.' It's here to stay." Sung by Jo Staffor and Gordon MacRae, it is one of Capitol's best-sellers—860,000 records so fa

© 1948 SUSAN PUBLICATIONS, EDWIN H. MORRIS & C



"CONFESS" is a one-girl duet by Patti Page who sings both parts in the Mer cury record. First she sings high, then low and then, through a trick of double dubbing, both parts together. Patti, shown in double exposure above, starte self-duet for fun in recording session, found it taken seriously. "Please don' make me guess," song goes. "If you really care for me, then Darling, confess.

© 1948 OXFORD MUSIC CORPORATIO

Copyrighted material



... it's always

a pleasure

J.W. Harper

Distilled before the war and bottled in bond under the supervision of the U.S. Government.

precious pre-war bottled in bond

I.W. HARPER

since 1872

the gold medal whiskey

SCHENLEY MARK OF MERIT

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF. BERNHEIM DISTILLING COMPANY, INC., LOUISVILLE, KENTUCKY

Copyrighted material

Refreshment...real refreshment

Ice-cold Coca-Cola—the real thing—never leaves you in any doubt...

or unrefreshed. It tingles with a delicious taste all its own and smacks

of continuous quality in every drop. Ice-cold Coca-Cola

gives you *the pause that refreshes.*



5¢

Ask for it either way... both trade-marks mean the same thing.



COPYRIGHT 1949, THE COCA-COLA COMPANY

Copyrighted material